

# THE MANUFACTURING CONFECTIONER

Pioneer Specialized Publication for Confectionery Manufacturers

## PLANT MANAGEMENT, PRODUCTION METHODS, MATERIALS, EQUIPMENT, PURCHASING, SALES, MERCHANDISING

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# THE MANUFACTURING CONFECTIONER



## Manufacturers' Responsibilities Under The New Food-Drug Act

### Practical Aspects of Analytical Control Over Production

By K. E. LANGWILL

First of a series of six articles to appear exclusively in THE MANUFACTURING CONFECTIONER, this article indicates the need for analytical control to prevent labeling violations under the Food-Drug Act. The author, a frequent contributor to our technical discussions, has been associated for years with Dr. Stroud Jordan in analytical research in and for our Industry.

—Editor

SINCE candy is not subject to definitions and standards of identity, The Food, Drug and Cosmetic Law requires a statement on the label of all materials employed in its production. The very fact that a confectioner states the presence of a material is taken by the consumer as a guarantee that such a material is not only present but in compliance with all Food Law requirements. It is not sufficient, therefore, for the confectioner to rely on the fact that a primary material was sold to him as not being adulterated or misbranded; he must know that it actually complies with such a description. To this end, a most rigid control of all primary materials must be maintained.

During the past year and a half the Food, Drug and Cosmetic Division of the Federal Security Administration has drafted proposed standards that have been and still are the subject of public hearings. As a result, such materials as milk products, canned and preserved fruits, chocolate and cocoa will have very definite requirements

as to composition. If these requirements set up definite lines of distinction between varieties, based on minimum percentages, it will then become necessary for the confectioner who buys such primary materials to assure himself that they are in compliance with fixed standards.

#### **Products Subject to Standardization**

There are other conditions with which the confectioner must concern himself. A decided trend toward the production of primary materials in a more concentrated form is evident, especially where transportation charges become a major factor. Normal fluid milk is an acceptable and much to be desired raw material but unless a plant is located in a milk producing area it will be impossible to obtain such a product. To preserve and transport a product of this type at a reasonable cost requires that it be evaporated, condensed or dried. Sound buying principles reveal a close check on the

moisture content of each variety must be maintained, for each fraction of a percent of water in excess of the guaranteed maximum indicates a corresponding decrease in milk solids. Since dried skim milk has such an affinity for water and rapidly absorbs it, the maximum amount of moisture permitted under the new standards is 5%.

It is likewise necessary to know the milk fat percentage to determine acceptability of the product. Standards have already been set for sweetened condensed milk which state that the milk fat content can not fall below 8.5% nor total milk solids below 28.0%. This is an increase of 0.5% of milk fat over that formerly required and gives a ratio of milk fat to non-fat milk solids of 1 : 2.294. Evaporated milk standards for milk fat and total milk solids have been changed but slightly. Employing the minimum values allowed—milk fat of 7.9% and total milk solids of 25.9%—a ratio of milk fat to non-fat milk solids of approximately 1 : 2.275 is obtained.

A specific relationship between fat and non-fat milk solids has been included in proposed milk chocolate standards. The Federal Security Administration has suggested a ratio of fat to non-fat milk solids of 1 : 2.275 which is equivalent to normal whole milk with a fat content of approximately 3.75% (Federal Register, Vol. 5 No. 205, October 19, 1940, page 4154, paragraph 14.030—Milk Chocolate.) Such a standard is considered by many chocolate manufacturers to be high. A ratio of 1 : 2.88 which represents approximately 3% of milk fat in whole milk has been a generally accepted ratio for some time. Several milk chocolate producers, however, have held the ratio of fat to non-fat milk solids at 1 : 2.42. This represents a milk fat content of approximately 3.5%. One objection raised to the proposed ratio of 1 : 2.75 is based on the assumption that when the butter fat content of the milk used in a coating goes above 3.5%, softening and separation of the milk fat result with a tendency to premature rancidity. Whatever the final outcome of the hearings, some definite relationship will be established and irrespective of the type used, whether it be normal whole milk, evaporated milk, condensed milk or powdered milk, this relationship will carry through. The confectioner who makes milk chocolate will be held responsible for meeting these requirements and this in turn means that he must know that all milk products purchased and used conform with whatever ratio of milk fat to non-fat milk solids may be adopted by the Federal Security Administrator.

#### **Minimum Chocolate Requirements**

Not only will the relationship between milk fat and non-fat milk solids in milk chocolate be fixed but it is also proposed that a minimum standard be fixed for the content of cacao liquor (bitter chocolate). Therefore, the confectioner who makes and sells milk chocolate, as such or as a coating for suitable centers, must assure himself that his products are also in compliance with any fixed standards that may be set for the minimum content of bitter chocolate. The same condition will be encountered in sweet chocolate and in sweet chocolate coatings, for here again a minimum requirement for bitter chocolate has been proposed. This is but another example of where strict analytical control will not only be desirable but absolutely necessary.

It may be well to mention here a possible pitfall to be avoided. The assumption is made that minimum percentages have been set for both bitter chocolate and milk

solids. Suppose the confectioner purchases a lot of milk chocolate coating which contains only a fraction of one per cent more bitter chocolate and milk solids than the minimum called for by law. Upon melting the chocolate, it is found to be too heavy for easy handling and cocoa butter is added to bring the coating to the desired consistency. This dilution of the original coating may be sufficient to cause the finished product to fall below the minimum standards. In such an event, the coating may no longer be called "milk chocolate" because it is substandard. If confections coated with this substandard "milk chocolate" are picked up by government inspectors and analyzed, the confectioner alone is responsible since it was he who changed the ratio of the ingredients in the coating which originally met the Food and Drug Law requirements.

During the past few years there has been an increase in the use of coatings where all or a part of the cacao butter has been replaced by some other satisfactory fat. In one case the melting point of the fat is required to be lower while in the other the melting point is required to be higher than cacao butter. These coatings are often referred to as ice cream coatings and summer coatings. They have been recognized in the general classification of proposed standards and, if values are set, it will be necessary for the confectioner who manufactures these products to make sure that they are in compliance with standards.

#### **Unstandardized Products**

So far we have considered milk products and chocolate products each of which is subject to standardization under the Food, Drug and Cosmetic Law. The necessity for close technical control has already been pointed out. There are similar conditions that apply to candy as a general class even though it is not subject to definitions and standards of identity. Labels must be informative to the consumer and statements must be truthful and not misleading. In the listing of ingredients employed, only the common name by which each one is known should appear on the label. While the flavor manufacturer must enumerate the materials used in making his flavors, this does not carry over to the labeling of the product in which the flavoring material is incorporated. It is sufficient for the consumer to know that the product has been naturally or artificially flavored.

The confectioner is constantly being offered entirely new products and some of the older ones in new forms. Desiccated fruit juices have been developed and find some use in candy making. Powdered corn syrup is being offered as a standard basic material. High converted corn syrups are available and continual improvements are being made in many of the old familiar products that have been candy "stand-bys." This is all very well but when improvements are accompanied by higher costs for primary materials, cheaper substitutes invariably appear on the market. Because of this, the candy maker must set specifications. But specifications are valueless unless they are enforced.

This may seem like a digression from our primary consideration of analytical control, but whether the confectioner is making standardized products like chocolate or an unstandardized product like candy that requires a full list of ingredients on the label, it is necessary that he know exactly what he is using. For a long time many confectioners have trusted the suppliers of basic materials to furnish them with acceptable products. In the great majority of cases they have been justified. However, this does not relieve the confectioner of

responsibility if these products are used in his merchandise and samples are later found to be in violation of the Food and Drug Law. The supplier of a primary material is responsible only for his product at time of delivery. As soon as a package is opened and the material mixed in a batch, the guarantee of the supplier expires and the user assumes responsibility for proper labeling of his finished product. To prevent any mishaps, a careful check-up of all materials purchased is most essential. There are innumerable possibilities of adulterations: cocoanut oil being mixed with babazu oil, butter fat being replaced by cocoanut oil, and so on down the list. It is not that these substitutions are harmful in any way, but, as mentioned above, labels must be truthful and not misleading, otherwise the product is considered adulterated under the law.

#### **Incidental Materials**

Then comes the necessity of checking many primary materials for the presence of preservatives such as sodium benzoate and sodium bisulfite. The use of these preservatives is not prohibited by the Federal Food and Drug Law provided the quantities used are not excessive and their presence is stated on the label. There is not so much use for either of these materials in the production of confections themselves, but one or the other may often be found in certain nut and fruit products. It is here that complications may arise. Benzoic acid occurs naturally in considerable quantities in some fruits, notably prunes and cranberries. Therefore, caution has to be observed in the interpretation of results.

In the application of the Food Law to candy manufacture, the confectioner may be faced with a paradoxical situation. This has to do with the fact that butter may and often does contain certified color without label declaration. An amendment to the Food and Drug Law of 1906 which has carried over into the new one continues this permission. Suppose a manufacturer makes a butter cream using 5% of such a butter and does not state the presence of artificial color on the candy package. Technically he is in violation of the Food and Drug Law although he has added no color to his product. Perhaps the example of the butter cream is an extreme case but it does make one realize that unless the confectioner is familiar with the technical side of each of the primary materials employed, he may unintentionally and unknowingly violate the present Food and Drug Law. This further goes to show that some interpretations of the present law still remain to be worked out successfully so that their meaning will be clear to manufacturer and consumer alike.

#### **Vitamins in Candy**

In reviewing incidental materials, while it may be looking into the future, a consideration of vitamins and minerals should not be overlooked. As a matter of fact, there are already a few candies in the popular priced class in which vitamins have been incorporated. It is understood that experiments are under way to produce other candies of this same type, which is quite logical. With present-day refining methods, many of the primary materials such as wheat flour, starch and sugar have lost much, if not all, of the thiamin ( $B_1$ ) present in the raw materials from which these products have been derived.

At the present time there is considerable agitation concerning the fortification of many foods with vitamin  $B_1$ , riboflavin, nicotinic acid, iron and calcium. While this may affect the baker more than the candy maker,

still confections have been mentioned as a possible article of food that should be so fortified. A sound reason for this is the high carbohydrate content of candy. It is a recognized fact that without vitamin  $B_1$  carbohydrates are not properly metabolized. The result of such a deficiency has been likened to a smudge fire where insufficient oxygen is available to cause complete combustion. A definite relationship between the amount of vitamin  $B_1$  and the calories due to carbohydrates is being worked out and at the moment it is suggested by some nutritional experts that there should be 10 International Units of  $B_1$  for each 100 calorie equivalents. Thiamin ( $B_1$ ) is now made synthetically and one gram (approximately one thirtieth of an ounce) is considered to have an approximate value of 333,000 International Units. Under the present national defense program where so much thought is being given to proper subsistence, both for the civilian population and military forces, the trend toward fortification of all foods may become a positive fact and have far-reaching results.

In an attempt to survey the practical aspects of analytical control, it has been necessary to collect and tie together a more or less heterogeneous mass of material. To simplify this procedure as much as possible, three divisions were selected which appeared to cover the widest range namely, standardized, unstandardized and incidental materials. New products and especially the incorporation of vitamins and minerals in old products call for constant alertness on the part of the manufacturer. If he does actually incorporate vitamins and minerals, he will undoubtedly be required to make a positive statement as to exact quantity. From all this, it is apparent that the need for analytical control is increasing rather than diminishing.

#### **1940 Sales Were 9% Above 1939**

Sales during 1940 by manufacturers of confectionery and competitive chocolate products were 9 percent higher than in 1939, according to figures just released by the Bureau of Census. December sales were 13 percent higher than in the same month last year, a more favorable record than the experience of recent months. The loss of 6 per cent from November to December is less than the seasonal change usually shown for the industry. Manufacturers of chocolate products competitive to confectionery recorded the largest gains over last year, increasing 29 per cent for December and 17 percent for the entire year. Manufacturer-retailers reported increases of 9 percent for the month of December and 4 percent for the entire year compared with 1939. Wholesale manufacturers' sales were 11 percent ahead of last December, and 8 percent higher for the entire year. Average value per pound remained about the same, the figure for 1940 being 16.8 cents compared with 16.9 cents for 1939.

Loft Candy Company on February 6 opened its 155th candy store. The opening was made the occasion for a special ceremony at which Miss Patti Pickens, one of the Pickens Sisters of radio fame, christened the new store by breaking a 10-lb. box of Loft chocolates in front of the shop. A special easy-to-break box was provided for the ceremony. The new store, smart and ultra-modern in its architectural conception, is located at 62 East 14th street, New York.



# THE Manufacturing RETAILER



## How Do You Determine Your Merchandising Policies?

By GEORGE A. EDDINGTON

FOR years certain practices in the retail candy manufacturing business have been a source of mental disturbance to me. Not so much because they are necessarily bad practices or of special importance to me, but simply because the extent to which they are practiced and the reasons for doing them seem to be different with each manufacturer and it is most difficult to learn just what determines the policy under which they are carried on. The whole condition resolves itself into one big question, as far as I am concerned, and that question is: Where does retail stop and wholesale begin?

I don't believe size of an organization has very much to do with the question. Nor does the volume of goods produced, as such. In the retail set-up we have large organizations that are making a quality of goods which is as good as that made by the individual shop. We also have some large houses that turn their goods out with the precision and in the volume not even approached by some of the smaller wholesale manufacturers specializing in one or two lines. Yet nobody would ever think of calling them wholesale manufacturers. They still belong to, and are known as, retail manufacturers or candy shop manufacturers. So we obviously have to look elsewhere for the answer to our question.

Some will say that the answer lies in the method of distribution. Well, on the surface, I suppose that is one answer, and to the government statistical organizations that differentiation is sufficient. However, it doesn't quite satisfy the more academic question involving the manufacturer's policies, the philosophy which underlies his entire operation. For I believe we have in the so-called retail set-up any number of manufacturers who think entirely in terms of volume and who thus approach the wholesale manufacturer's attitude of large volume, at low cost, at small margin of profit.

Now, as far as I am concerned, there is a very definite line of demarcation between where a manufacturer should stop making cheap retail candy or expensive



George A. Eddington

wholesale candy. This is a purely invisible line, of course, but it is real nonetheless, and every manufacturer must have his own idea of where to place it.

Take the subject of retail "specials," for instance. How do you determine how far you can go in taking items from your regular line and featuring them as "specials" before you have to disturb the quality of this piece of goods? A 60c caramel line, for instance, is based on very definite cost-plus-profit determination. If you have manufactured this line to sell for 60c, and then begin to feature it as a 39c "special," you are giving away 21c somewhere. You may have set yourself a very favor-

## February Special Maple Pecan Puff

Break up 5 lb. maple sugar and dissolve in  $\frac{1}{2}$  gal. water. Add 5 lb. granulated sugar and 3 lb. corn syrup. Cook to 238° and then set off to cool. Maple syrup may also be used for this (one gallon). Now take 5 lb. of fluff (egg product, also available under certain trade names) and put into a beater and pour the first portion of this batch in slowly as you beat. Now break up 2 lb. bon bon cream and add this, as you continue to beat. Add, finally, enough burnt sugar color to give the desired shade. Sprinkle in 5 lb. of finely ground nuts. When they have been well mixed, you are ready to make your pieces. Spoon out like kisses on waxed paper and leave set over night.

---

able profit margin on this particular item which you are willing to dispense with in order to get customers into your stores, or you may have produced such a volume of this one item that your actual cost of producing it has been reduced materially. Now, how long can you continue to feature this caramel "special" at 39c, before you have to cheapen up the piece?

I have seen shop windows which carried "specials" like this for weeks and weeks. Underneath the window card has been carried the line "60c value" or some such explanation. If these candies were actually 60c or dollar values, the practice of featuring the same item for weeks at the "special" price must have resulted in a loss somewhere. You just can't go on featuring a 60c piece for 39c forever. You can't, that is, unless you have actually created a piece which has been made to the 39c price. In which case, of course, you are trying to fool the public by offering them as 60c values.

My own experience in this retail game has been that you can't really fool the public. Look at it this way. The class of people who patronize the retail candy store are discriminating in their candy taste. If that weren't so, they would not buy from our shops. If they are regular customers, they will soon discover any abandonment of quality features in your candy. They will turn to other goods in your line, or they will stop coming to your store entirely. And thus, you have defeated the very purpose of a "special." Everybody is bargain-conscious. Everybody likes to feel that he is getting a higher-priced, better-quality item for less money. When that feeling is no longer there, there is no longer any sales punch in the special.

That brings us to the subject of so-called "loss-leader merchandising." Is there a place for this in the retail candy shop? Are people attracted to your store by your "special" and do they buy your other candy when they get there after having been attracted by the "special?" If you are achieving this kind of customer reaction, then I should say it is not too serious to feature one of your regular higher-priced lines as a "special" to draw customers. However, if your feature attracts sales only for the "special," then you are again face to face with the problem under discussion. It would be interesting to me to learn from readers of this department just how you go about your planning and featuring of "specials," what you feature, how long you feature an item, whether you take an item from your regular line, or whether you make up a special "special."

I know, of course, that there are certain items in every representative retail shop line which lend themselves

easily to special featuring at reduced prices. However, how are you going to feature the more intricate pieces which require more labor, high-quality ingredients, and take more time to produce? Is it wise to make such lines "specials" occasionally? If so, how do you compensate for the loss you take on these pieces? What is your experience in "loss leader" merchandising? Do you attempt to make up in volume for what you give away in price? What determines the length of time you can feature one certain item as a "special?"

These are things which, I am sure, confront many retail manufacturers, especially if they are in a highly competitive area. Just from what I have seen in the Chicago area, I believe the smaller retail manufacturer is courting disaster if he attempts to follow the larger organizations on this matter of "specials." For that matter, I believe some of the larger fellows are playing with fire unless they have the answers to some of our questions very clearly in mind. I presume, of course, that they have the answers.

## See's New Factory In San Francisco

In January, 1936, See's Candies, Inc., entered the Northern California territory with one store and a small factory in San Francisco. A little less than four years later, in December 1940, the company's Northern California division opened a new, enlarged factory to supply the chain of stores now numbering 18, located in San Francisco, Oakland, Berkeley, Sacramento and San Jose. An illustration of the new layout, taken on the day of "open house," Dec. 16, is shown herewith. The new factory also incorporates a retail shop.

Behind this record of growth are the two factors of quality and 23 years of experience in the Los Angeles and Southern California territory, but largely it is due directly to E. G. Peck, general manager of the San Francisco territory, who located his stores at the heavy traffic points of two type of trade: Tourists, with time on their hands, and shoppers, who pick up boxes of candy while they wait for street cars or change cars at transfer points. Having set up his shops in the main stream of these potential buyers, Mr. Peck arrests their eyes and captures their attention with attractively dressed windows and a changing array of seasonal and special items and packs.

The new building for the San Francisco factory is located on Upper Market street. It has 15,000 sq. ft. of



View of New Shop Opened by See's Candies, Inc. "Open-House" Visitors Crowd the Entrance.

floor area. It houses office headquarters for the district and also a store. The factory is air conditioned throughout, contains departments equipped for making of bon bons, brittles and "home mades." Chocolate dipping is centralized in one room. Manufacturing facilities are sufficient to provide full stocks for all 18 stores in the territory and several additional shops which are planned.

### War Department Wants Food Inspectors

U. S. Civil Service Commission has announced an examination under the title of "Inspector, Subsistence Supplies" for positions in the Quartermaster Corps of the War Department. The salaries for the various grades range from \$1,620 to \$2,600 a year, less 3½% retirement deduction. Duties of the positions involve inspection work in connection with such food supplies as fruits and vegetables, condiments, beverages, and staples. Also included in the duties are keeping records and handling correspondence incidental to the inspection work. Applicant must show experience in inspection, or purchase and inspection, of a variety of food-stuffs. Laboratory testing experience in food products may be substituted for the experience, or also certain appropriate college study. Applications will be rated as received at the Commissioner's Office in Washington until further notice. For complete information, write the U. S. Civil Service Commission, Washington, D. C., or go to your nearest first or second class post office where you may obtain application forms.

### Day in Candy Store Feature at A.R.C.

A new feature of the Annual Convention of the Associated Retail Confectioners of the U. S., to be held at the Morrison hotel, Chicago, June 1 to 4, 1941, will be a playlet called "A Day in a Candy Store." The play is now being written and shortly will go into rehearsal, with candy company employees taking the various parts. The first act will represent the candy store where customers are eager and willing to buy, but are getting the poorest kind of service and everything is wrong. In the second act, the customers will be all "wrong," and the store itself and its service ideal. It is planned to put this on as an object lesson in store arrangement, display, variety of merchandise, and employee training, according to William Blatner, secretary of the A.R.C.

### Chicago Candy Association Elects

At the annual meeting held at the La Salle Hotel, Chicago, January 16, the Chicago Candy Association elected the following officers: C. O. Dicken, E. J. Brach & Sons Co., president; Fred W. Amend, Fred W. Amend Co., Chicago and Danville, vice president; and A. F. Dirksen, Chicago, secretary and treasurer.

Central Pennsylvania Candy Salesmen's Club will hold a dinner at Genetti's Restaurant, Hazleton, Pa., on the evening of February 25. Honored guests will be Joseph Greene, who is being moved to another territory by Peter Paul, Inc., and Charles J. Beauchemin, who is taking over the New York City territory for Henry Heide, Inc., after 27 years as the company's representative in Pennsylvania.

### THE FOREMAN'S NOTEBOOK

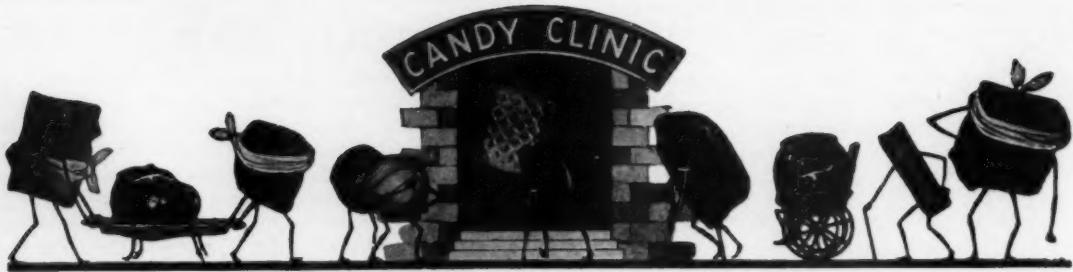
*Every candy foreman has experienced, at some time or other, a real need for practical and authoritative suggestions and reminders on care of equipment. To further broaden its editorial service to the Industry, THE MANUFACTURING CONFECTIONER has arranged to bring in each month's issue a practical talk on the care of equipment or some mechanical problem. Equipment will operate more smoothly and have longer life if it is properly cleaned and serviced every day. This series of talks will be published in booklet form later.—The Editor.*

### Care of Glazed Cold Tunnel Belts

- ★ Glazed belts have a highly polished surface. It is therefore imperative that due care be exercised to prevent anything of an abrasive or cutting nature coming in contact with its surface.
- ★ All nose-bars, pulleys, etc. are to be clean at all times. Do not permit chocolate to build up on the nose-bars or surface of pulleys.
- ★ Keep the belt in alignment. Provision should be made to align glazed belt independently of carrier belt. A glazed belt not in alignment will wear at the edges, wrinkle, and in some instances fold, thus destroying its surface.
- ★ A glazed belt should be operated with as much slack as possible so that it runs without slipping. The life of the belt is very definitely dependent upon the tension under which it runs.
- ★ Glazed belts should be cleaned daily with a very soft warm damp cloth.
- ★ Whenever possible use a carrier or float belt in conjunction with your glazed cold tunnel belt.
- ★ Directions for making a satisfactory splice on glazed belts come with each can of cement and package of tape.

—John M. Moyer

—Howard G. Aylesworth



# THE INDUSTRY'S CANDY CLINIC

## HELD MONTHLY BY THE MANUFACTURING CONFECTIONER

The Candy Clinic is conducted by one of the most experienced superintendents in the candy industry. Some samples represent a bona-fide purchase in the retail market. Other samples have been submitted by manufacturers desiring this impartial criticism of their candies, thus availing themselves of this valuable service to our subscribers. Any one of these samples may be yours. This series of frank criticisms on well-known branded candies, together with the practical "prescriptions" of our clinical expert, are exclusive features of THE MANUFACTURING CONFECTIONER.

## Salted Nuts; Chewy Candies; Caramels

### CODE 2A41

**Assorted Chocolate Bonbons and Caramels—1 lb.—no price stated.**  
(Sent in for Analysis No. 4392.)

**Appearance of Package:** Good.

**Box:** White, one layer-type, colored pansy cut out pasted on top, straps of yellow ribbon on ends. Neat looking box. Cellulose wrapper and outside wrapper of pink tissue paper tied with ribbon.

**Appearance of Box on Opening:** Good.  
**Contents:**

**Vanilla Pecan Caramels:** Good—See Remarks.

**Butter Crunch:** Good.

**Light Chocolate Coated Pieces:**

**Nut Cream:** Good.

**Vanilla Pecan Caramel:** Good.

**Vanilla Cream:** Good.

**Black Walnut Top:** Good.

**Black Walnut Cream:** Good.

**Pecan Nougat:** Good.

**Dark Coated Pieces:**

**Vanilla Cream:** Good.

**Pecan Top Vanilla Cream:** Good.

**Walnut Top Vanilla Cream:** Good.

**Assorted Bonbons:**

**Flavors:** Very good.

**Remarks:** Box is neat looking. Packing well done, quality of candy very good.

**Suggestions:** Cook caramels a trifle harder, use different flavors in dark coated pieces as they were all vanilla.

Bonbons were well made and good eating. The flower pieces were exceptionally well made. Box should be a good seller at 70c.

### CODE 2B41

**Morsels—1½ ozs.—5c**  
(Purchased in a railroad depot,  
Boston, Mass.)

**Appearance of Package:** Good.

**Size:** Good.

**Box:** Folding, white, printed in red. Cellulose window.

**Box Contained:** Sugared peanuts, raisins, chocolate panned raisins and peanuts, 1 brazil and 1 pecan.

**Peanuts:** Good.

**Raisins:** Good.

**Panned Pieces:** Good.

**Pecan:** Good.

**Brazil:** Good.

**Remarks:** A good assortment. Should be a good 5c seller. One of the best 5c packages that the Clinic has examined.

### CODE 2C41

**Salted Spanish Peanuts  
1 lb.—20c**  
(Purchased in a department store,  
Chicago, Ill.)

**Sold in Bulk.**

**Size of Peanuts:** Good.

**Roast:** Good.

**Texture:** Good.

**Salting:** Good.

**Taste:** Good.

**Remarks:** One of the best salted Spanish peanuts that the Clinic has examined this year.

### CODE 2D41

**Assorted Caramels—1 lb.—19c**  
(Purchased in a department store,  
N. Y. C.)

**Appearance of Package:** Good.

**Box:** Folding, red and white cellulose window.

Each piece wrapped in a printed wax wrapper.

**Color:** Good.

**Texture:** Good.

**Taste:** Fair.

**Remarks:** Caramels lack flavor. Suggest a little salt or more salt be used also flavor.

### CODE 2E41

**Nuts and Raisin Mix—1 lb.—19c**  
(Purchased in a drug store,  
Chicago, Ill.)

**Appearance of Package:** Fair. Cellulose bag, yellow printed clip on top.

**Contents:** Bag contained peanuts and raisins.

**Salted Peanuts:**

**Size:** Good.

**Roast:** Good.

**Texture:** Good.

**Taste:** Good.

**Salting:** Good.

**Raisins:** Good.

**Remarks:** A good eating mixture and should be a good seller at this price.

#### CODE 2F41

##### Old Fashioned Black Walnut Molasses Taffy—No price stated

(Purchased in a retail candy store,  
St. Louis, Mo.)

Sold in Bulk.

Color: Good.

Texture: Tough.

Taste: Good.

Remarks: A good molasses flavor but batch was not pulled enough causing it to be tough. Suggest batch be pulled longer and some salt butter be added to improve eating qualities.

#### CODE 2G41

##### Assorted Caramels—

finger shaped—no price stated

(Purchased in a department store,  
St. Louis, Mo.)

Sold in Bulk.

Pieces wrapped in cellulose.

Colors: Good.

Texture: Good.

Flavor: Good.

Remarks: A very good eating caramel, well made, not knowing the price, we cannot make any further remarks.

#### CODE 2H41

##### Assorted Caramels—10 ozs.—10c

(Purchased in a department store,  
Boston, Mass.)

Appearance of Package: Good. Cellulose bag, printed paper clip on top.

Colors: Good.

Texture: Good.

Flavors: Good excepting the banana which had a very strong taste.

Remarks: We can not expect too much of this priced caramel. Suggest the banana flavored one be left out. Caramels are up to the standard of this priced goods.

#### CODE 2I41

##### Chocolate Coated Caramels

1-3/16 ozs.—5c

(Purchased in a cigar stand,  
New York, N. Y.)

Five pieces of caramel in a boat. Printed cellulose wrapper in gold and silver, neat and attractive.

Coating: Dark.

Center: Vanilla Caramel.

Color: Good.

Texture: Good.

Taste: Good.

Remarks: The best 5c caramel package that the Clinic has examined in some time.

#### CODE 2J41

##### Assorted Salted Nuts—1 lb.—75c

(Purchased in a retail candy shop,  
New York, N. Y.)

## CANDY CLINIC SCHEDULE FOR 1941

The monthly schedule of the Candy Clinic is listed below. When submitting items, send duplicate samples by the 1st of month preceding the month scheduled.

JANUARY—Holiday Packages; Hard Candies

FEBRUARY—Salted Nuts; Chewy Candies; Caramels

MARCH—Assorted One-Pound Boxes of Chocolates

MAY—Easter Candies and Packages; Molded Goods

JULY—Gums and Jellies; Marshmallows

AUGUST—Summer Candies and Packages; Fudge

SEPTEMBER—Bar Goods of all types

OCTOBER—Home Mades: 5c-10c-15-25c Packages Different Kinds of Candies

NOVEMBER—Cordial Cherries; Panned Goods; 1c Pieces

DECEMBER—Best Packages and Items of Each Type Considered During Year; Special Packages; New Packages

Sold in bulk-regular stock box.

Size: Good.

Roast: Good.

Salting: Very good.

Texture: Good.

Taste: Good.

Contents: Walnuts, brazils, pecans, cashews, almonds and pistachio.

Assortment: Good.

Remarks: The best salted nuts at this price that the Clinic has examined in some time. Very fresh tasting nuts, well salted.

#### CODE 2K41

##### Assorted Salted Nuts—1 lb.—40c

Purchased in a five and ten store,  
New York, N. Y.)

Sold in Bulk.

Size: Fair.

Pieces: About 50%.

Roast: Good.

Salting: Good.

Texture: Good.

Taste: Good.

Assortment: Brazils, Pecans and Cashews.

Remarks: Nuts were good eating but contained too many pieces, also assortment is too small.

#### CODE 2L41

##### Caramel Nut Candy—1 lb.—20c

(Purchased in a five and ten store,  
New York, N. Y.)

Sold in Bulk.

Pieces placed in wax paper cups.

Flavor: Chocolate Brazil.

Color: Good.

Texture: Good.

Taste: Good.

Brazils: Good.

Remarks: The best caramels of this kind that the Clinic has examined in some time. Cheaply priced at 20c the pound.

#### CODE 2M41

##### Vanilla Nut Caramel—1 lb.—60c

(Purchased in a retail candy shop,  
New York, N. Y.)

Sold in Bulk.

Caramel is turned out about three quarters of an inch thick and broken up like a taffy.

Color: Good.

Texture: Good.

Taste: Good.

Nuts: Good.

Remarks: A very fine eating vanilla nut caramel, well made and of good quality.

#### CODE 2N41

##### Salted Spanish Peanuts

1 lb.—16c

(Purchased in a five and ten store,  
New York, N. Y.)

Sold in Bulk.

Size: Good.

Pieces: None.

Roast: Good.

Salting: Good.

Texture: Good.

Taste: Good.

Remarks: The best salted Spanish peanuts that the Clinic has examined in some time.

boost hard  
candy sales . . .

## IMITATION BUTTER FLAVOR

Boost your hard candy sales with Imitation Butter Flavor Extra Concentrated—the flavor that has proved its success.

For years, enthusiastic users of flavors throughout the country have ordered thousands of pounds of Imitation Butter Flavor Extra Concentrated. Sales have soared beyond expectations, and today the demand for this flavor is greater than ever.

Capitalize on this flavor-appeal by using it for your hard candy. Order soon for increased hard candy sales.

Factory  
Products  
  
Peppermint  
Oil Redistilled  
Oil of Cassia  
Redistilled  
Oil of Clove  
Ethyl Oxide  
Hydrate

Imitation Butter Flavor Extra Concentrated is strong, stable, and meets Lueder's exacting standards. It is compounded of the finest aromatic products.

Established 1885

## George Lueders & Co.

427-29 Washington Street  
New York

CHICAGO SAN FRANCISCO  
510 N. Dearborn Street 56 Main Street  
MONTREAL, CANADA, 361 Park Royal

### CODE 2041

Pecan Assortment—1 lb.—68c  
(Purchased in a retail candy shop,  
New York, N. Y.)

**Appearance of Package:** Good.  
**Box:** One layer type, white embossed, printed in blue, blue paper wrapper tied with a grass cord.

**Appearance of Box on Opening:** Good.  
**Number of Pieces:** 41 chocolate coated, 11 half coated, 4 pecan top, balance of pieces uncoated.

**Coating:** Dark.  
**Gloss:** Good.  
**Strings:** None.  
**Taste:** Good.

**Chocolate Coated Pieces:** Good.  
**Pecan Pieces:** Good.  
**Cashew Pieces:** Good.  
**Maple Cream Pecan Tops:** Good.  
**½ Dipped Marshmallow, Pecan top:** Good.  
**Pecan Mallows:** Good.  
**Pecan Nougat Slices ½ dipped:** Good.  
**Almond Chews ½ dipped:** Good.  
**Pecan Chew ½ dipped:** Good.  
**Vanilla Pecan Caramels, unwrapped:** Good.  
**Assortment:** Good.  
**Remarks:** A very fine box of pecan candies, well made; of good quality and cheaply priced at 68c the pound. The best box of its kind that the Clinic has examined in a long time.

### CODE 2P41

#### Salted Almonds—1 lb.—\$1.10

(Purchased in a retail candy shop,  
New York, N. Y.)

**Sold in Bulk.**  
**Size:** Good.  
**Pieces:** None.  
**Roast:** Good.  
**Salting:** See Remarks.  
**Texture:** Good.  
**Taste:** Fair.  
**Remarks:** Almonds did not have a good taste as there wasn't any salt on them. A very good almond for salting. Suggest method of salting be checked up so salt will remain on almonds.

### CODE 2Q41

#### Salted Peanuts—1 lb.—25c

(Purchased in a five and ten store,  
New York, N. Y.)

**Sold in Bulk.**  
**Size:** Good.  
**Pieces:** About 15%  
**Roast:** Good.  
**Salting:** Good.  
**Texture:** Good.  
**Taste:** Good.  
**Remarks:** A good eating salted peanut.

### CODE 2R41

#### Assorted Chews—½ lb.—25c

(Purchased in a retail candy shop,  
San Francisco, Calif.)

**Appearance of Package:** Good.  
**Box:** One layer, folding, square shape, brown board used, printed in brown, brown paper wrapper, brown seal printed in gold.

**Appearance of Box on Opening:** Good.  
**Contents:** All pieces cellulose wrapped.

**Assorted Nut Nougats:** Good.  
**Molasses Nut:** Good.  
**Assorted Chews & Jelly:** Good.  
**Caramel & Jelly:** Good.  
**Licorice Chew:** Good.  
**Assorted Caramels:** Good.  
**Coconut:** Good.  
**Coconut & Jelly:** Good.

**Remarks:** The best box of chews that the Clinic has examined in a long time. Candy was well made and of good quality.

### CODE 2S41

**Assorted Salted Nuts—½ lb.—50c**  
(Purchased in a nut store,  
San Francisco, Calif.)

**Appearance of Package:** Good.  
**Box:** Folding, printed in green and brown.  
**Appearance of Box on Opening:** Good.  
**Size of Nuts:** Good.  
**Pieces:** Very few.  
**Roast:** Good.  
**Salting:** Good.  
**Texture:** Good.  
**Taste:** Good.  
**Assortment:** Almonds, brazils, pecans, peanuts, cashews.

**Remarks:** One of the best packages of assorted nuts that the Clinic has examined this year.

### CODE 2T41

**Caramel Bar—1 ¼ ozs.—5c**  
(Purchased in a retail candy shop,  
San Francisco, Calif.)

**Appearance of Bar:** Good.  
**Wrapper:** Printed gold foil.  
**Coating:** Dark: Good.  
**Center:** Chocolate Caramel, few pieces of nuts.  
**Color:** Good.  
**Texture:** Good.  
**Taste:** Good.  
**Remarks:** A very good eating caramel bar, one of the best.

### CODE 2V41

**Assorted Salted Nuts, No Peanuts**  
**1 lb.—49c**  
(Purchased in a retail shop,  
New York, N. Y.)

**Sold in Bulk.**  
**Size:** Good.  
**Pieces:** About 5%.  
**Roast:** Good.  
**Salting:** Fair.  
**Texture:** Good.  
**Taste:** Good.  
**Assortment:** Almonds, brazils, cashews and pecans.

**Remarks:** Suggest salting be checked up as most of the salt had come off the nuts.

### CODE 2W41

**Chocolate Coated Caramel**  
**Marshmallow—about 2 ozs.—5c**  
(Purchased in a retail candy shop,  
New York, N. Y.)

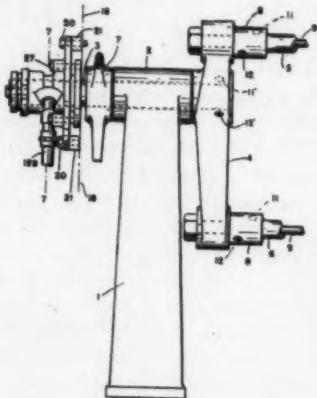
**Appearance of Bar:** Good.  
**Size:** Good.  
**Coating:** Dark: Good.  
**Texture:** Good.  
**Taste:** Good.  
**Remarks:** A well made bar, good eating and of good size. Suggest bar be wrapped either in cellulose or wax paper.

## PATENTS

The following memorandum relating to Patents is made available through an arrangement with James Atkins, registered patent attorney, Munsey Building, Washington, D. C. The trade-marks were recently published by the U. S. Patent Office and, if no opposition thereto is filed within 30 days after the publication date, the marks will be registered.

**2,214,793**  
**CANDY-PULLING MACHINE**

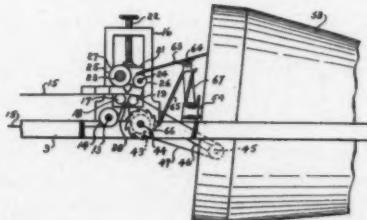
Ray W. Krout, Paterson, N. J., assignor to Charms Company, Bloomfield, N. J., a corporation of Delaware. Application December 7, 1937, Serial No. 178,565. Renewed July 26, 1939. 20 Claims. (C1. 107-30)



5. A candy-making machine comprising a rotatable prong, a shaft for revolving said prong, said prong being hollow, the shaft having passages for a cooling agent connected to the interior of said prong, a fixed head receiving one end of the shaft, said head and said shaft having ports to register as the shaft turns, pipes for the cooling agent connected to the head, the latter having a flange at one end and being enlarged at both ends to provide seats, packings on said seats around the shaft, and glands in the head to compress said packings.

**2,217,285**  
**CANDY MACHINE**

Kebir Garnet McKillop, Vancouver, British Columbia,  
Canada. Application April 3, 1933, Serial No. 265,662.  
In Canada June 25, 1938. 1 Claim. (Cl. 107-7)



In a machine for separating cubes from a candy slab, a horizontal conveyor comprising a pair of spaced rollers and an endless conveyor belt, a roller directly over one of the first named rollers adapted to press down upon the candy slab and hold it flat upon the belt at the point of discharge, an inclined conveyor belt adapted to receive the candy from the first named conveyor belt and a roller mounted above the receiving end of the second named conveyor and below the axis of the candy slab pressing roller, said last named roller being driven and adapted to break down the leading edge of the slab.

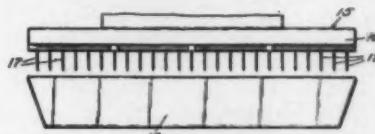
**2,227,813  
TREATING CANDY SCRAP**

Albert C. Roland, New York, N. Y., assignor to Applied Sugar Laboratories, Inc., New York, N. Y., a corporation of New York. No Drawing. Application April 27, 1939. Serial No. 270,339. 8 Claims. (Cl. 127—46)

2. The process of reclaiming candy scrap which comprises dissolving said scrap in water to make a syrup, treating said syrup with an alkaline earth hydroxide and a precipitant for the alkaline earth metal in said hydroxide at a temperature of approximately 180° F., filtering the resulting mixture, treating the resulting syrup with a calcium hypochlorite bleaching agent at approximately room temperature, treating the resulting mixture with about 1 per cent of activated carbon at a temperature of about 160° F. to remove excess chlorine and then filtering the mixture.

2,217,392

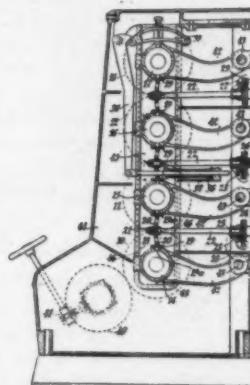
John D. Warfield, Jr., Chicago, Ill., assignor to The Warfield Company, a corporation of Illinois. Application August 10, 1938. Serial No. 224,180. 2 Claims. (Cl. 99-171)



1. The method of preparing chocolate for distribution, comprising forming said chocolate into a cake, packaging said cake, and then perforating the package and cake to divide the cake of chocolate into a plurality of readily separable portions without substantially weakening the package.

**2,217,974**  
**CHOCOLATE AND LIKE REFINER ROLL MACHINE**

Allan Ashmead Tunley and John Currie Paterson, Peterborough, England, assignors to Baker Perkins Company, Inc., Saginaw, Mich. Original application April 3, 1934, Serial No. 718,798. Divided and this application April 3, 1937. Serial No. 134,765. 1 Claim. (Cl. 83-12)



In a multiple roll refiner or like machine including a vertical series of co-operating rolls each mounted in journal housings carried on the ends of levers pivoted to a fixed support, each journal housing of said series below the top-most roll being in weight-supporting relationship with the journal housing adjacent it, in combination, resilient pressure means acting upon the end roll of the series of rolls to urge the adjacent rolls of said series together, and means for adjusting and maintaining the nip between adjacent rolls counter to the action of said resilient pressure means, each of said adjusting means comprising a thrust-producing block-like element between each pair of adjacent rolls movable lengthwise in a plane perpendicular to the plane of the axes of the rolls, and co-operative incompressible thrust transmitting means between said element and the adjacent housings adapted for slight rotational movement between said element and roll, said thrust-producing elements and thrust-transmitting means being bodily displaceable vertically with their associated journal housings.

**2,224,637**

Louis William Mahle, Melrose Park, Pa., assignor to Frank H. Fleer Corporation, Philadelphia, Pa., a corporation of Delaware. No Drawing. Application December 28.

Delaware. No Drawing. Application December 28, 1939. Serial No. 311,419. 8 Claims. (Cl. 99-135)



## EDITORIAL

### May We Suggest—

**S**TARTING, as it were, a new era in our trade association, the coming N. C. A. convention should be a very important one. In a spirit of cooperation we are outlining several important functions of management which we believe merit consideration on the program.

Our industry needs a plan for making factory supervisory personnel more efficient and effective. Compared with other industries, we have not yet begun to scratch the surface on proper foreman training—a subject which is assuming ever more importance in today's industrial management program. It is not enough to hire a foreman and put him to work; he must be equipped, in addition to his routine production responsibilities, with an education in safety, sanitation, human relations, if he is to perform a competent function in the plant set-up. This is a matter which might well be made a chief topic of discussion on the convention program, not only through formal addresses, but especially by intelligently-directed round table discussion with foremen from all plants participating actively.

Our industry also lags behind others in applying today's technically-trained men to its production and processing operations. The world's finest chemists, food engineers and special technicians are being trained in our universities and technical colleges, yet the American confectionery industry is receiving little direct benefit. Management can well afford to give thought to some plan of offering technically-trained college graduates an opportunity to apply their special ability profitably in confectionery plants. Some plan of compensation commensurate with that available to these men in other fields can be worked out. A more steady flow of this type of talent into confectionery plants will eventually benefit the whole industry. We are constantly being asked to help locate top men for responsible positions who have been well grounded in the technical aspects of production in addition to their management and sales ability. Discussion of this entire subject would be of real benefit to the executives and plant owners.

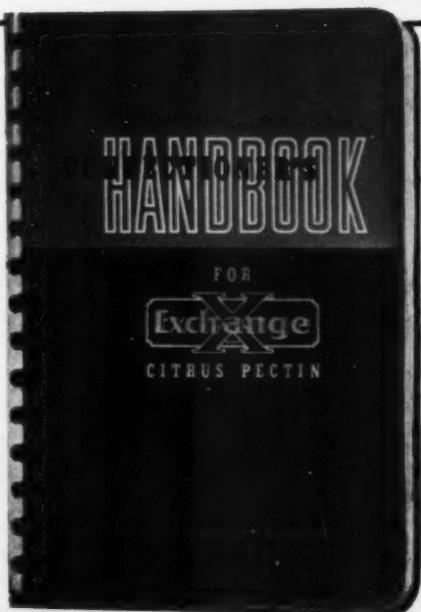
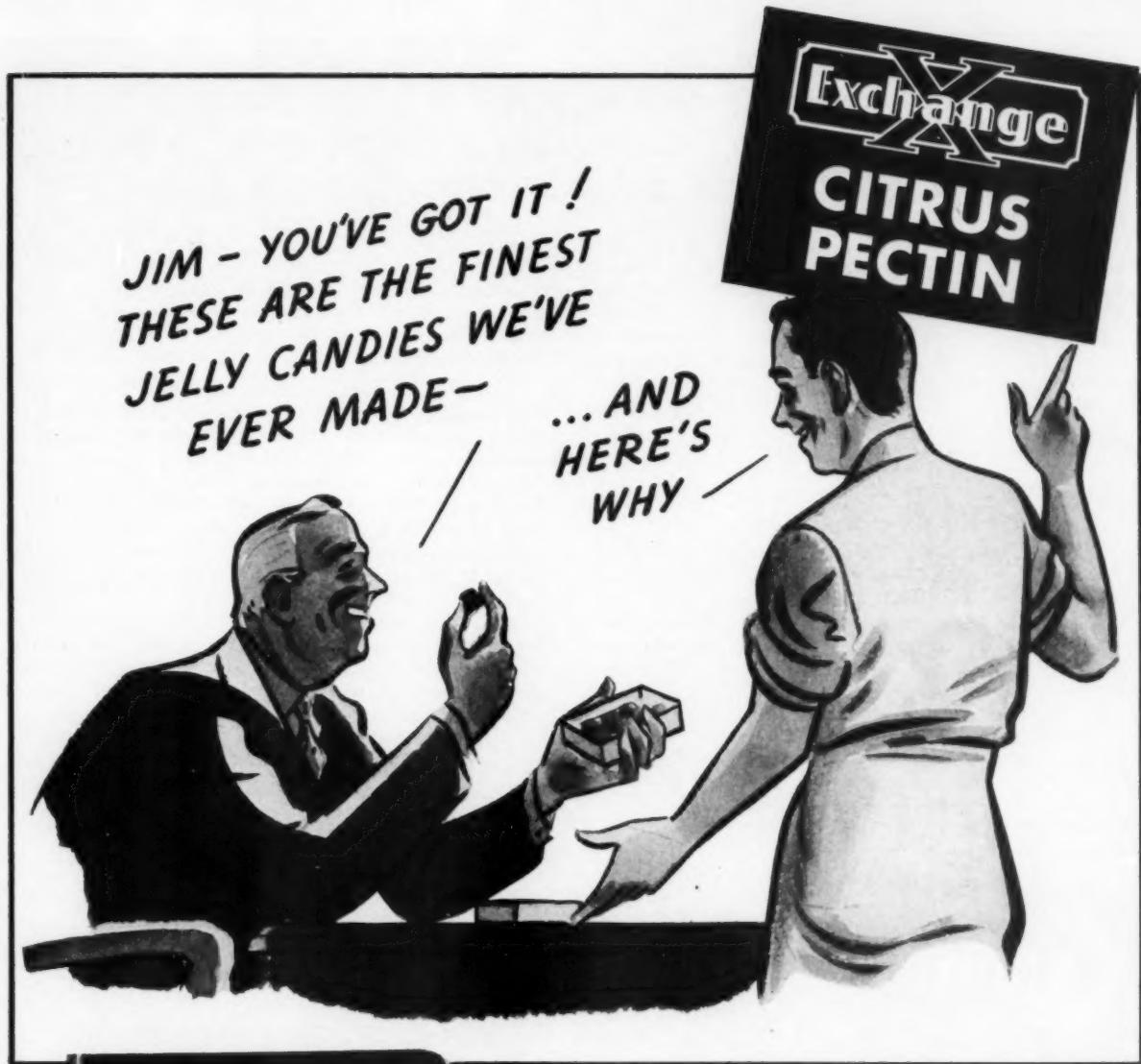
A most important problem facing the industry in the next few years is that of intelligent and effective public relations. This has been discussed in the past, but much remains to be said and done in the light of present-day developments. A place on the program might well be given to some outstanding home economist who has the respect of your ultimate consumer. A woman should be

chosen who is conversant with the so-called consumer movement, government relations, and the many different factors affecting the food industries. National defense is definitely being linked with nutrition. There is a part our industry can take in these plans and discussions.

Now, what about "selling" the convention to the industry? It is most important that the program be properly merchandised to the people for whom it is designed. This calls for a smart, well-direct publicity campaign. In the past attendance has been sought through the featuring of "big name speakers" and other devices. Yet the turn-out remained disappointing. The answer, we think, lies in a sincere effort to bring something practical and workable for everyone attending, and the proper dissemination of information about the program. No stunts are necessary, no door prizes, no "come ons." After all, everyone wants to learn how to improve his business and increase profit. Show him that the program is designed to do this and put the job of telling the story about that program in the right hands, and there will be no attendance problem.

In the matter of the operation of the convention itself, the size of the meeting rooms has, we think, been a factor militating against whole-hearted participation by the audience. Psychologically, it is known that a large group in a small room tends to bring out more intimate contact and better audience participation than a huge room wherein a small audience is swallowed up in a great void of empty chairs. Further, the conference method of discussion brings out better audience participation than under arrangements whereby speaker and audience are separated by a wide proscenium and a high speaker's platform. Finally, separation of the business session from the topical sessions is of utmost importance. The person coming to hear a speaker is likely to become wearied and bored by long-winded reports and (to him) unimportant routine matters long before the subject of interest to him is reached.

It has been possible to mention only a few of the suggestions within the limitations of this discussion. Others are apparent. The conventions of this industry can be made as important as any in the country, certainly ~~out~~ position as the ninth-largest food industry warrants that. Nevertheless, the final rank in importance assigned to our conventions will depend entirely upon the planning which goes into our programs and the degree of participation the officials of our association can achieve for these conventions. There is a real challenge in this situation.



You can recognize the quality difference every time in jelly candies made with Exchange Citrus Pectin—and so can your customers. It makes a world of difference in brilliant appearance, smoothness of texture and fine flavor—whether made cast or slab. That's why Exchange Citrus Pectin is preferred and everywhere recognized as the "Standard." And you are sure of a constant supply, because California oranges and lemons are harvested every week in the year.

Send today for your free copy of the Confectioner's Handbook, giving all latest Exchange Citrus Pectin formulas. Write now to Division 202.

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PRODUCTS DEPT., ONTARIO, CALIFORNIA**

Branch Offices  
189 W. Madison St., Chicago      99 Hudson St., New York

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## SUPPLY TRADE NEWS

### Richard B. Rice Joins Merckens

Richard B. Rice has become associated with the sales staff of the Merckens Chocolate Co., Inc., Buffalo, N.Y., according to an announcement made by August Merckens, president. Mr. Rice is connected with Merckens' Boston office, assisting O. P. Sanders. Mr. Rice has an impressive background in the chocolate industry. For a number of years he and his brother, Jack, operated the Rice Chocolate Company. After the affairs of this company were closed, he worked as an independent broker, handling chocolate coatings and other items of interest to the confectionery industry.

### Lueders Firm Honors Killeen

The entire staff of executives and employees of George Lueders & Co., manufacturers of flavors and essential oils, New York, gave a dinner at the Hotel Astor, New York, on Jan. 29, in honor of Edward V. Killeen, who that day concluded 50 years of service with the company. Mr. Killeen joined the organization on Jan. 29, 1891, when the firm was but five years old. In the 50 years since, he has served in almost every capacity in the firm, including secretary, vice president and president. He now serves as an executive advisor. Attending the dinner were all the executives and office staff from the New York office and all employees from the company's

Brooklyn factory, as well as branch office managers Paul Cooley of Chicago, R. E. Desmond of San Francisco, William Kiefer of Philadelphia, Mr. Bauchamp of Montreal, and D. Batzouroff, leading distiller of rose oil in Bulgaria, whose firm is represented in America by the Lueders firm. Only a few weeks ago Mr. Killeen was honored as the founder of the Essential Oil Association of the U.S.A. at the Warwick hotel, New York. He is a prominent member of the Catholic church and has achieved notable honors for his fraternal and charitable endeavors.

### Sugar Prices To Be Higher?

According to *Poor's Surveys*, earnings of confectionery manufacturers in 1941 should not be affected by excess profits taxes. Higher prices for raw materials, however, may be experienced, especially in sugar. The Secretary of Agriculture has established the initial quotas for 1941 at levels which should maintain prices somewhat higher than those that prevailed in 1940. At 6.6 million short tons, raw value, the initial quota for 1941 is the lowest since 1936. This is interpreted to mean that the Department of Agriculture believes that the prices which prevailed during last year were too low to "maintain the sugar industry as a whole," and that it wishes to seek higher prices. Cocoa prices have been showing a firm undertone since August, according to the survey, despite the fact that many large consuming nations are eliminated by the war situation. Firmness of the market is attributed to several factors, chief of which seems to be the shortage of ships, increased freight rates from Brazil, and several other pending situations.



## Tips on--Jelly Easter Eggs

A formula for Jelly Bean or Easter Egg centers, 16 $\frac{2}{3}$ % sugar, using Douglas Confectioners' "C" Thin Boiling Starch.

### Ingredients

418 lbs. Penford 43° Crystal Corn Syrup Unmixed  
83 lbs. Sugar  
60 lbs. Douglas Confectioners "C" Thin Boiling Starch  
427 lbs. Water  
10 ozs. Cream Tartar

### Formula (brief)

Dissolve starch in 127 lbs. cold water. Put in Gum Kettle all corn syrup, 55 lbs. of the sugar, cream tartar and balance of the water. Start

paddles, turn on steam, and bring to boil. As syrup reaches boiling point add slowly so as not to stop boil, the starch solution. Continue to cook to a good string. Just before shutting off steam add the balance of the sugar (28 lbs.), allow to boil a very few minutes, then shut off the steam and allow to mix thoroughly until sugar is dissolved. Then add color and flavor, and cast at once in warm, dry starch.

Free: We will gladly send drying instructions and fuller details.

**WRITE US TODAY FOR FULL WORKING DATA!**



# CURRIE AUTOMATIC STACKER FOR METAL AND WOOD STARCH TRAYS

Newest development in confectionery equipment, yet already giving complete satisfaction in some of the largest plants in the Industry. Reduces operating costs, speeds up production and effects savings in labor.

This machine will make absolutely plumb stacks of starch trays as these come off the mogul. Gear-timed to expel a predetermined number of trays. Will operate as fast as the mogul and automatically times itself to the speed of the mogul. By actual tests will handle more trays per day than by manual stacking. Adaptable for either dolly or lift truck conveying systems.

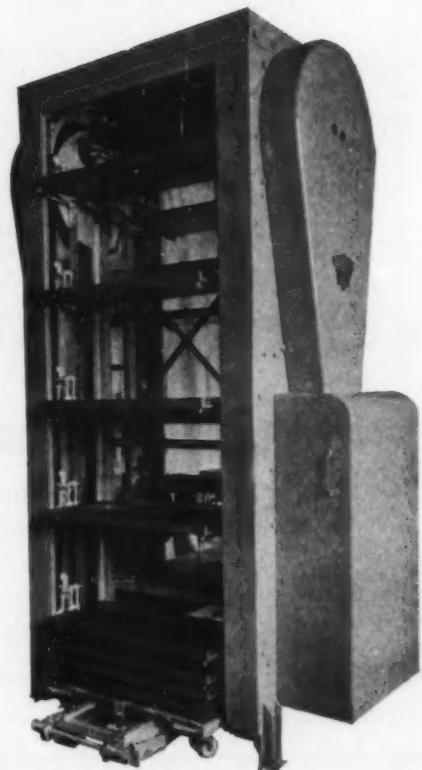
Can be installed without interrupting production, in from two to three hours. Designed and constructed to require little, if any, service other than for lubrication and even this has been reduced to a minimum through installation of a centralized lubrication system.

MANUFACTURERS  
of  
**STAK-EZY**  
STEEL  
STARCH TRAYS

All working parts completely enclosed for safety and cleanliness. Interchangeable parts — chains, pulley, sprockets, belts, gears — are standard and readily available, AC or DC operated. Zerk fittings for easy access to few manual lubrication points. Highest quality materials used throughout.

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THE STANDARD

# SPEAS CONFECTO-JEL

A Complete Pectin Product for Making Jellied Candies

READY to Use  
NOTHING to Add

SPEAS MFG. CO. KANSAS CITY, MO

**Smooth Bottoms...  
L-o-n-g Belt Life....**



Use BURMAK

CRACK-LESS Glazed Belting  
THIN-TEX (Paper Thin) Glazed Belting  
White Glazed (Double-Texture) Belting  
White Glazed (Single-Texture) Belting  
White Glazed (No. 300—Paper Thin) Belting

Not only will you appreciate the Perfect Bottoms on your candy when cooled on BURMAK glazed belts, but you will be surprised at the longer life of these belts. Less frequent replacement means saving in belt cost and fewer interruptions of production. Can be made any width and length. Let us send you further details.

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# CITRIC ACID TARTARIC ACID CREAM OF TARTAR SODIUM CITRATE



*Manufacturing Chemists*

CHAS. PFIZER & CO., INC.

81 MAIDEN LANE, NEW YORK, N. Y.

444 W. GRAND AVE., CHICAGO, ILL.



## Census Figures Show Growth of Flavor Industry

Flavoring extracts, sirups and related products valued at \$147,645,892 were produced in U. S. factories in 1939, according to preliminary figures of the Census of Manufactures made public by Director William Lane Austin of the Bureau of the Census. This is a substantial increase over the 1937 total of \$126,769,020.

Of the aggregate value reported, \$131,630,837 worth of flavoring materials were made in the 477 establishments whose principal products fell in this category, while \$16,015,055 worth were made as secondary products in other industries.

Flavoring extracts made in 1939 had a value of \$25,063,510. A valuation of \$24,345,753 was given for 5,206,562 gallons reported by quantity, and an additional \$717,757 represented the value of extracts not reported by quantity. Pure extracts amounted to 3,627,193 gallons valued at \$20,186,236 and imitation extracts to 1,579,369 gallons valued at \$4,159,517.

Flavoring concentrates, except grape, had a value of \$14,446,474 and included 7,779,250 pounds valued at \$13,439,078 and an additional \$1,007,396 not reported by quantity. Grape concentrates, reported on separately, were valued at \$1,038,385, of which \$836,990 was the value of 1,984,247 pounds reported by quantity and \$201,395 the value of grape concentrates not reported by quantity.

Flavoring powders totalled \$3,436,913 of which \$2,955,531 was the value of 9,589,268 pounds, and the balance, \$481,382, the value of an unreported volume.

Flavoring pastes, total value \$1,201,267, included \$870,459 as value of 8,150,518 pounds, and \$330,808 as value of pastes not reported by weight.

Flavoring sirups had a total value of \$93,211,841 of which \$91,722,735 was the value of 76,998,660 gallons reported by volume, and \$1,489,106 the value of other flavoring sirups. These totals do not include chocolate sirups, 6,825,326 gallons valued at \$6,009,526, included in a separate report for chocolate and cocoa products factories.

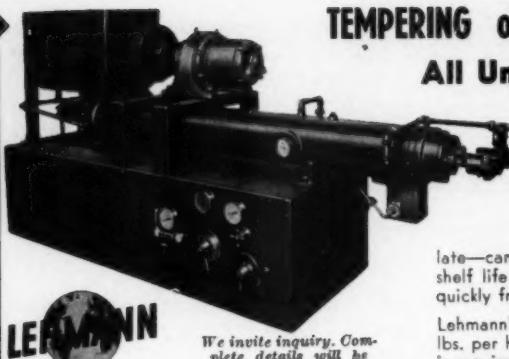
Fruit juices totaled 1,675,601 gallons valued at \$1,559,959. Grape juice and other fruit juices made for sale as beverages are not included in these totals, being reported on separately in the canned fruits industry.

Crushed fruit for fountain use included 2,037,198 gallons valued at \$4,086,951 and an additional quantity valued at \$382,274.

Smooth • Rich • Flavorful

HOOTON'S CHOCOLATE COATING

HOOTON CHOCOLATE COMPANY . EST. 1897 . NEWARK, N. J.



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The Standard for Quality  
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We invite inquiry. Complete details will be sent upon request.

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FACTORY: LYNDHURST, N. J.

## TEMPERING of CHOCOLATE — POSITIVE and AUTOMATIC

### All Uncertainty Removed . . .

*That is the function of the newly developed*  
**LEHMANN THERMAL EQUALIZER**

It tempers chocolate up or down to a desired degree—tempers chocolate gradually without detriment to viscosity—equalizes a given temperature throughout the mass—gives positive supply of properly tempered chocolate—can easily be added to any moulding or enrobing unit—gives gloss and added shelf life to finished goods—saves scrap, labor and floor space—can be changed quickly from milk to plain chocolate.

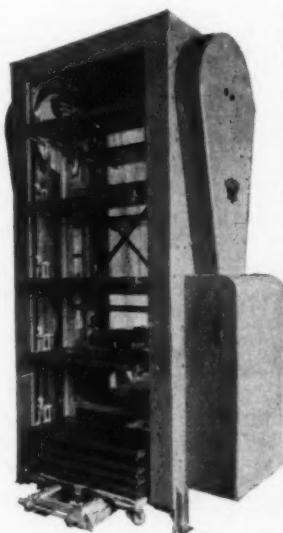
Lehmann's THERMAL EQUALIZERS have capacities ranging from 500 to 4,000 lbs. per hour. Their size permits installation at any point where tempered chocolate is required.

Burnt sugar colors produced in 1939 had a factory value of \$1,529,153. Other colors, valued at \$1,689,165 included \$631,214 worth in liquid form, \$917,803 in powder form, and \$140,148 in paste form.

### Starch Tray Stacker Announced by Currie

After several years of development work culminating in the successful installation of units in several leading confectionery plants, the Currie Manufacturing Co., Chicago, is formally presenting its new Automatic Starch Tray Stacker to the industry this month. The company is already well-known to the industry for its so-called "Stak-Ezy" metal starch trays and its "Rol-Ezy" industrial handling equipment. The new automatic stacker is a logical development following out of the company's perfection of the metal starch trays which are today widely used by confectionery manufacturers.

Features of the new stacker, illustrated herewith, are its labor-saving possibilities; its adaptability to either dolly or lift-truck conveyor systems; its automatic speed regulation whereby the stacker times itself to the speed of the mogul; its gear-timing system through which trays may be stacked to predetermined heights; its adaptability to either metal or wood trays, or both; its safety and cleanliness features; and its utilization of standard interchangeable parts including chains, pulleys, clutches, gears, sprockets, etc. Bearings are for the most part of the roller type, while the few ball type bearings are of bronze. Duo-type lubrication incorporates a centralized system, with Zerk fittings provided for those few points requiring manual lubrication. The manufacturer claims that installation of this stacker in the production line requires but two to three hours and can be accomplished without disrupting the production schedule. A demonstration of the stacker will be made at the coming Confectionery Industries Exposition.



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Fabricators of Kettles, Tanks, Coils, Vacuum Pans of Copper, Stainless Steel, Monel and all Non-Ferrous Metals.

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2537 Maypole Ave. Chicago, Illinois



## THE MANUFACTURING CONFECTIONER'S CLEARING HOUSE

**MACHINERY FOR SALE**

**FOR SALE:** 1 High-Tone Glossing Machine for 24" enrober, in first-class condition and fitted with a 1/3 horse power 110 volt, 1750 RPM single phase AC motor. Machine practically new and priced right. Inquire Oswego Candy Works, Inc., Oswego, New York.

**FOR SALE:** Werner 100 lb. double action marshmallow beater, Savage Papoose marshmallow beater, 150-gal. single action gum kettle, 400 lb. Werner cream cooler, 24-inch enrober. Inquire Palmer Candy Company, Sioux City, Iowa.

**FOR SALE:** 1 Mills kiss cutter, 1 table drop frame, 3 york batch rollers, 1 dern cutter with conveyor, 2 York cutters with conveyor, 1 racine pop machine. Address B2416 c/o THE MANUFACTURING CONFECTIONER, 400 W. Madison St., Chicago, Ill.

**COCOA PRESSES FOR SALE:** Ten-plate presses, in excellent condition. Address B2414 c/o THE MANUFACTURING CONFECTIONER, 400 W. Madison St., Chicago, Ill.

**MACHINERY FOR SALE:** Two Package Machinery Co. Lolly-pop wrapping Machines in excellent condition to be sold at a sacrifice. Purity Candy Co., 633 Laguna St., San Francisco, Cal.

**FOR SALE:** Werner fully automatic Ball machine with 6 sets of rollers. Practically new. Address 194011 c/o THE MANUFACTURING CONFECTIONER, 400 W. Madison St., Chicago.

**FOR SALE—On account of illness will sell or rent our modern steam factory to responsible party or will accept partner with capital to take active interest. Building 30,000 sq. feet and no debts. The Max Glick Co., 727 Woodland Ave., Cleveland, Ohio.**

**MACHINERY FOR SALE**

**FRIGIDAIRE CANDY SHOW Cases, Candy Factory Chairs, Time Clock, Display Jars, Display Racks, etc.** L. C. Blunt, 1647 Blake Street, Denver, Colorado.

**MACHINERY FOR SALE:** Racine Hard Candy Cutter complete with Conveyer, etc. Brownie Chocolate Products, 201 Weston Rd., Toronto, Canada.

**MACHINERY FOR SALE:** Bainbridge Cut-Rool center maker, first class condition \$350 cash, F.O.B. Towa Candy Kitchen, 11 Church Street, Paterson, New Jersey.

**FOR SALE—MISCELLANEOUS**

**CELLOPHANE BAGS—45,000 unprinted in perfect condition.** 450 M.S.T. "heat sealing." Size: 4 $\frac{1}{4}$ "x 10 $\frac{1}{2}$ "x $\frac{3}{4}$ ". Offered subject to prior sale. Ridiculously low-priced for quick sale. Wire at once, Box B2417, c/o THE MANUFACTURING CONFECTIONER, 400 W. Madison St., Chicago, Ill.

**MACHINERY WANTED**

**WANTED:** Second-hand wood or steel Mogul, standard size. Must be A-1 condition. Address B2411 c/o THE MANUFACTURING CONFECTIONER, 400 W. Madison St., Chicago, Ill.

**WANTED:** Model M die pop machine. State size, condition, price. Address B2415 c/o THE MANUFACTURING CONFECTIONER, 400 W. Madison St., Chicago, Ill.

**WANTED:** 32" enrober in good condition. Address B2413 c/o THE MANUFACTURING CONFECTIONER, 400 W. Madison St., Chicago, Ill.

**MACHINERY WANTED:** Five ft. ball bearing, 2nd hand. Address B2418 c/o THE MANUFACTURING CONFECTIONER, 400 W. Madison St., Chicago, Ill.

**MACHINERY WANTED**

**WANTED:** Five foot Dayton Cream Beater. Advise condition and best price. Will pay cash. Address A1419 c/o THE MANUFACTURING CONFECTIONER, 400 W. Madison St., Chicago, Ill.

**MACHINERY WANTED:** Motor

Driven fruit drop frame for No. 6 brass roller, conveyor, blower and shaker table. State whether with or without motor, length of conveyor and history and price of equipment. Address 194014 c/o THE MANUFACTURING CONFECTIONER, 400 W. Madison St., Chicago.

**MACHINERY WANTED:** Good condition used model S-1 Savage mixer and 4 foot F & B cream beater. Address I94016, c/o THE MANUFACTURING CONFECTIONER, 400 W. Madison St., Chicago.

**WANTED:** One Dreadnaught Friend hand roll machine. One late model 24-inch enrober, also automatic marker. Machines must be in A1 condition. Address Peacock Candy Co., 620 Second Ave., Des Moines, Iowa.

**WANTED:** Forgrave Foil Wrapper, State Condition, Location and Price. Address 194017 c/o THE MANUFACTURING CONFECTIONER, 400 W. Madison St., Chicago.

**WANTED:** Friend Model E or F Cream Center Machine, in good condition. Address 194010 c/o THE MANUFACTURING CONFECTIONER, 400 W. Madison St., Chicago.

**WANTED:** 2—National Equipment 1000 lb. Chocolate Melters or 1—2000 lb. Chocolate Melter. Will pay cash. Address 19408 c/o THE MANUFACTURING CONFECTIONER, 400 W. Madison St., Chicago.

# CANDY PACKAGING

DEVOTED TO BETTER PACKAGING AND MERCHANDISING METHODS

PUBLISHED BY

THE MANUFACTURING CONFECTIONER PUBLISHING COMPANY

400 West Madison Street, Chicago, Ill.

71 West 23rd St., New York City

## INFORMATIVE LABELING ON CANDY PACKAGES

### How Gobelin "Tells All" to the Customer

By O. F. LIST

Staff, THE MANUFACTURING CONFECTIONER

ONE of the newest packaging-merchandising schemes to come to the attention of the Industry in recent months is being used by one of our larger eastern manufacturers whose package goods moves to the trade through independent drug stores all over the country. The fact that it is an informative labeling idea which was fitted to the standard packaging practice of this manufacturer without a great deal of additional cost, makes the whole idea worthy of more than passing attention.

One of the real problems of selection confronting the customer who buys packaged candy in a drug store is that he does not have much opportunity to see what he is getting in the box. Various schemes have been used to overcome this. The earliest, and perhaps most usual, method of solving this problem was in the creation of dummy packages containing artistically prepared artificial candies, which could be used both for counter and show window display purposes. This is still a favorite idea and the dummies are so well made that the layman hardly ever knows that those delicious candies in the window there are not the real thing.

There is no motive of deception in this practice. It is merely a means for accomplishing a necessary display job without causing tremendous loss from spoiled candy—loss which would have to be absorbed by retail outlet and manufacturer alike. Besides, sunlight and heat will quickly remove from chocolates any of the good color and gloss which the manufacturer painstakingly put into his candy at no little cost. Gray chocolates are a poor advertisement. So the creation of dummies has become a highly developed side-industry to the confectionery business.

But the creation and purchase of dummies for display purposes is quite expensive, in spite of the fact that great reductions in price have been accomplished as a result of the standardization and streamlining of the production of such pieces and assortments. It is doubtful whether this increased cost for display has ever been passed along to the customer, but at any rate it has been an item which needed special consideration in the planning of the cost and profit balances of a packaged line moving through certain types of retail outlets. Some method of doing the same job at a greatly reduced overall cost has been sought for years.

The Gobelin Company of Cambridge, Mass., seems to have found at least a partial answer to the problem. The solution seems to be so simple that it is a wonder



Typical package, sold through independent drug stores, showing over-wrap picturing the assortment. In multi-layered packages, the wraps illustrate all layers.



Components of typical package and overwrap. Light and dark cups are used to indicate types of centers.

no one has happened onto it before. Perhaps it has, but it is only within the past few weeks that a practical large-scale application of the idea has been noticed. And yet this, too, is not quite correct, for the principle of using slip covers to make box assortments adaptable to various seasons and holidays has been applied quite universally for some time. However, the particular adaptation which Gobelin are using is unique, we believe; and the adaptation for informative labeling is different from anything done heretofore.

Gobelin candies in the drug stores which we have seen are usually displayed in stacks on a table or ledge near the main aisle. The boxes are usually so designed that the name of the store in which they are displayed and sold may be stamped on each box. The principal means of identification for the manufacturer is the trade mark on the main panel, but to all intents and purposes, the retail drug stores handling the candy is having the packages put up especially for itself, and its name is the big item featured on the main panel. However, the assortment is prominently labeled "standard assortment." Thus, again, there is no intent at deception.

Displayed and merchandised as they are, these assortment packages do not convey a great deal to the customer in the way of information or special appeal. Something more is needed to bring the candy itself more forcefully to the attention of the customer. Arrangements have been made to display some of the boxes with the lid off. This solves the problem so far as single-layer assortments are concerned, but it also brings up a new problem all its own. When such lid-less boxes are handled (and people seem to like to handle them) the cellophane protective wrapper is often broken and this particular box of candy spoiled. Also, for multi-layered assortments, only the top layer is visible to the customer. How can the other layer or layers be shown with equal force, without actually taking the box apart?

Gobelin has found the answer in slip covers on which is printed, in color, a very good reproduction of a photograph of each layer of candy contained in the box. Thus on a single-layer box, it is possible to show the contents without opening the box. On multi-layered boxes, the same single slip-cover may be used to display the entire contents of the box, at a glance, without fuss or bother

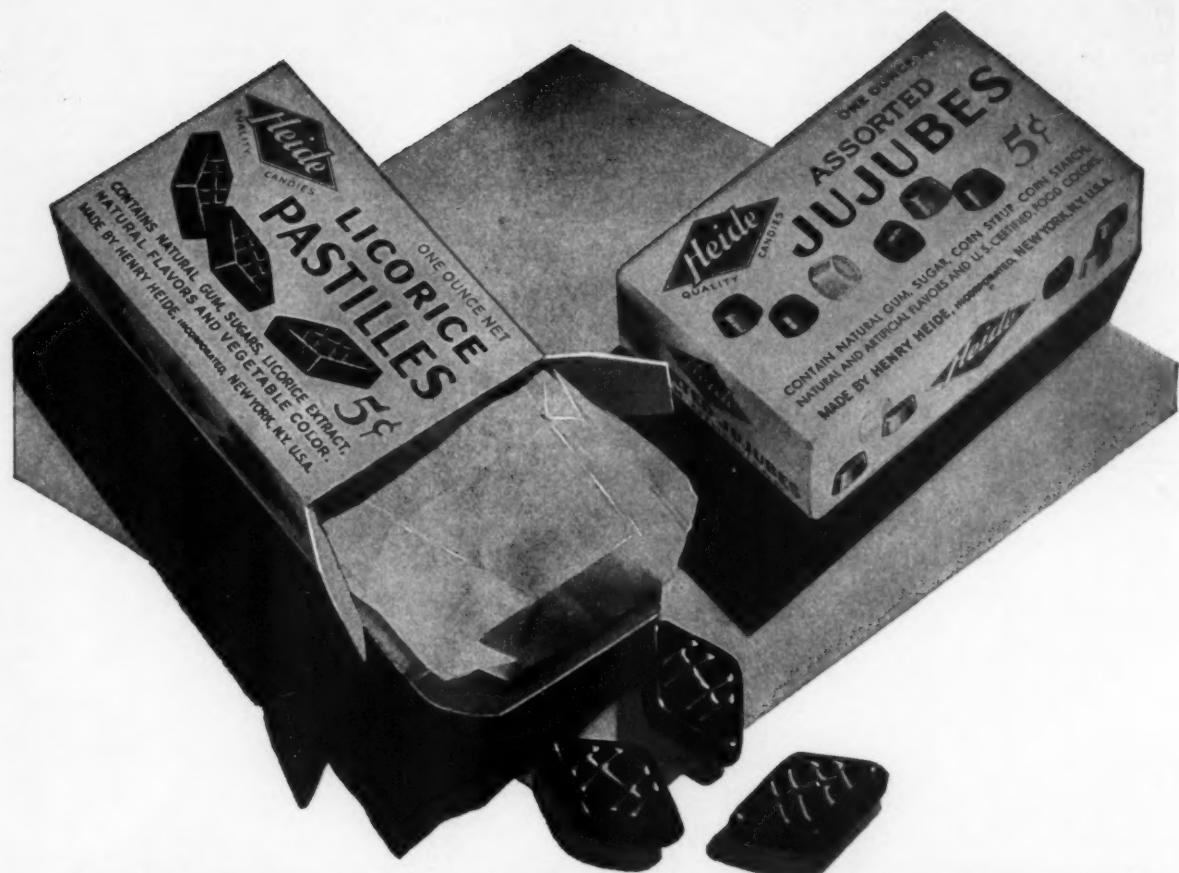
and without handling of the candy itself. The photos used on the slip-covers are slightly idealized, to be sure, but from actual investigation they show accurately and tastefully the entire contents.

Application of the slip-covers for identification works this way. Not every box has the slip-cover. They are furnished for one box of each kind of assortment offered on the counter. In other words, the top box of the pile made up of single-layer assortments of the same kind, carries the slip-cover showing the kind of candy to be received in this type of assortment. The pile may be a two-layer assortment. The slip-cover on the top box in this pile shows the two illustrations of the two layers contained in this package. And so on.

No figures on the cost of thus displaying packaged candy are available at this writing, but just a cursory investigation would seem to indicate that the manufacturer is effecting a tremendous saving in this display idea, for even with the introduction of three or four colors on the slip-covers, the cost of producing thousands of these overwraps must be very low as compared with the cost of dummy packages. They are easy to handle, take up no valuable display room, show up the candy to good advantage, and accomplish, we believe, the same final sales results as would the display of the candy itself.

One other feature which Gobelin has patented and which is worthy of mentioning, from a packaging standpoint, is the method they are using to identify the candies in a pack. Called the "selective cup pack" and carrying the Patent No. 2102971, this idea incorporates the use of different colored cups for certain types of candies. Thus, the dark cups contain chocolates with hard and chewy centers, while the light cups contain chocolates with cream or soft centers.

Many methods have been used to identify pieces for the candy eater, but this one seems to top them all for efficiency. Many manufacturers identify, by means of printing on the bottom of the box, the types of candy to be had in the box assortment. Yet, even where the pieces have been so listed, the candy eater still must choose "by guess or by gosh" in order to find a favorite piece. Other manufacturers have tried by standardiz-



## WHAT'S THE "Inside Story" ON YOUR PACKAGE?

Most packaging stories deal with outer design—a pretty important matter indeed, for the outside of a package is a big factor in inducing people to buy. But whether they buy again and again often depends on their opinion of what they find inside. Volume sales are repeat sales, and they can't be built with a package that permits leakage, breakage, rancidity, mold, sogginess or any other defect that might mar the original quality of the product within. That's why the sales leaders in many fields rely on Riegel Papers inside their packages for proper protection of the contents.

Examine the inside of your package, for use of the proper Riegel Paper inside can possibly help your sales volume fully as much as can its outer appearance. Write for complete information and investigate our ability to help you produce a package that will combine appearance, protection, production efficiency and economy.

## RIEGEL PAPERS

ing on the string design on top of the piece to indicate to the candy eater what type of center the piece has. However, this method, too, leaves something to be desired, for unless the customer buys this one type of candy only, and often, his selection of the right piece will still be haphazard. The skill with which the string is applied to each piece will play a part, too, and unless the manufacturer can be sure that standard perfection can be achieved in the stringing on each piece, there will be much uncertainty in the selection of the right piece.

Compared with various methods used, the identification of a piece by means of the cup in which it is held, is a great forward stride. The patent office apparently thought so, too, for the idea is covered by patent. Use of two colors of cups in a package pack may involve some difficulties in the matter of appearance, but in the packages by Gobelin which we have seen, the tasteful arrangement of light and dark-cupped pieces has been accomplished successfully. As a rule the light and dark cups are not scattered throughout the pack, but are grouped together. For instance, in certain packs, the light cupped pieces may be grouped together in the center. Or the dark ones placed together in the center and outlined, as it were, by the pieces in the light cups. It is apparent, of course, that this type of pack handling requires good planning and careful execution.

Thus, in the use of slip-covers for packages to identify the assortment, and use of light and dark cups to identify the types of centers, the Gobelin company has accomplished an outstanding forward step in identification and descriptive labeling for its packaged goods.

#### Hugo Heller of Milprint, Inc., Dies



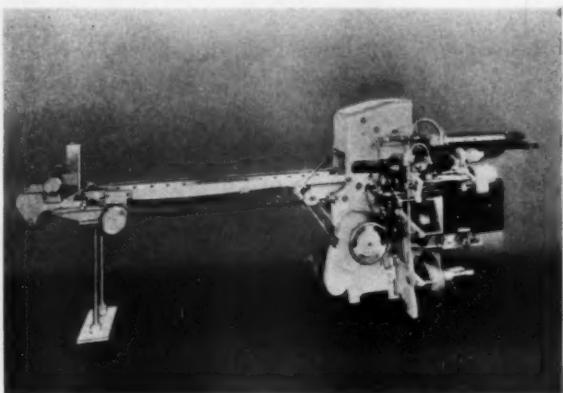
Hugo Heller, Sr., 60, one of the founders of Milprint, Inc., died at his home in Chicago on January 31. Mr. Heller's death was unexpected. Recently recovered from an illness, he had resumed his activities in the Chicago office of the company he had helped to establish. He had made his home and headquarters in Chicago for the last 10 years, but before that had lived in Milwaukee, Wis., where in 1900, he and his

brothers, Max T. Heller, president of the company, and William Heller, vice president, had founded the Milwaukee Printing Company. With the introduction of cellophane as a universal packaging material and a demand for printed cellophane, the company became one of the first successful printers of this material. The business expanded rapidly and later was incorporated under the new name of Milprint, Inc., which is today well known to the confectionery industry. Surviving Mr. Heller are his wife, Rose; a son, Hugo, Jr.; his brothers, and three sisters.

King Cole Candies, Inc., has taken over the business of the Criswell Candy Co., Chicago, which is being liquidated. L. M. Duryea is president of King Cole; M. Hoy, secretary-treasurer; and A. L. Coleman, director of sales.

#### New Wrapping Machines For Bar Work

A new bar wrapping machine incorporating new and outstanding improvements has just been announced by Package Machinery Company, Springfield, Mass. Called



the Model DF, this machine is designed to wrap bars of either uniform or irregular shape. It is quickly adjustable for a wide range of sizes and will wrap practically all types of bars regardless of texture. When irregular bars are wrapped, the folding mechanism of the machine may be adjusted for the maximum size of any particular run, resulting in wraps of uniform size. Adjustments are made by convenient hand wheels. This machine may be equipped to use any type of wrapper. Printed wrappers in roll form are registered accurately by the same electric eye arrangement that is operating successfully on many other machines manufactured by Package Machinery Company. It is said this machine is especially well adapted for wrapping bars designed for vending machine distribution, for the wrap leaves no loose ends to cause jams. The long narrow shape of the new model permits placing of the machine close to the coating machine belt and parallel with it, saving floor space and making it easier for the operator to feed bars into the machine. The machine has a speed up to 125 bars per minute, depending on the size and type of bars wrapped.

Ever Ready Label Corporation, New York, played host to the families of its employees at the annual Christmas party in December. President Sidney Hollaender presented bonus checks amounting to a half month's salary to all employees and also announced the continuation of the various benefits enjoyed through the 25 years of the company's existence—group life insurance, health insurance and hospitalization. The corporation is considering a profit sharing plan for this year, with a bonus every three months.

Association of the Manufacturers of Confectionery and Chocolate of the State of New York will hold a dinner-meeting of active and associate members at the Pennsylvania hotel, New York, February 20. Feature speaker of the evening will be Charles Francis, president of General Foods Corp., New York. There will also be a program of entertainment.

# THEIR "CHARMS" WIN

*30% Sales Increase*



**T**HE CHARMS COMPANY found the way to put a new sparkle in two products that are making a hit on every candy counter.

The "25 Carat" Bar was over-wrapped with sparkling amber "Cellophane" cellulose film which carries a printed sales message. The "Charms" Candy Tablets were each individually wrapped in "Cellophane" and then given a final sparkling "Cellophane" overwrap.

Since making these package improvements, Charms Company has won a 30% sales increase on these items . . . just one more example of the "Cellophane" eye appeal that helps create impulse sales and profits. . . .

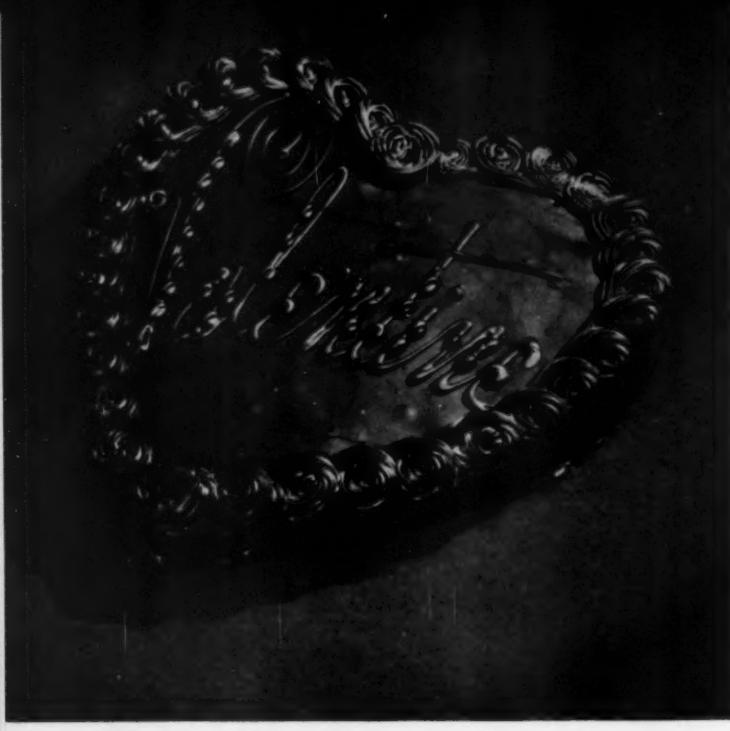
**PACKAGING IDEAS?** We'll help you work out new sales ideas for your line. No obligation. Just write: Du Pont, "Cellophane" Division, Wilmington, Delaware.



**Cellophane**  
TRADE MARK

**DUPONT**  
TRADE MARK

"Cellophane" is a trade-mark of  
E. I. du Pont de Nemours & Co. (Inc.)



# THE CANDY PACKAGING CLINIC

CONDUCTED BY CANDY PACKAGING BOARD OF THE MANUFACTURING CONFECTIONER

Clinic Meetings of the Packaging Board are held Quarterly at M. C. Chicago Offices on 15th of the following months: January, April, July, October

## Assorted Chocolates

1 lb.—50c

**CODE 2141 — Description:** Cellophane-wrapped box covered with lightweight litho paper in white. Printed in blue, black and gold. Box is of low-grade boxboard, with lower portion covered with a very lightweight grayish paper.

**Design:** Running around the box at the right, top to bottom, a blue band about an inch wide. The main panel is featured by the name of the assortment, in script lettering, blue outlined in gold. Underneath this the word "chocolates" in black type, overlined and underlined with gold. The register on the color is bad, as the gold partially covers the tops of the letters in this word. On the end panels is an old-fashioned silhouette in black flanked by the assortment name. The side panels are covered with descriptive copy in large script lettering. Ingredients are listed by means of a silver sticker on which the printing is in blue.

**Criticism:** The Clinic feels this is a weak design, both because of the color combination used and because of the lack of character in the design. Suggest a re-design, incorporating the silhouette on the main panel, subduing both the name and the word "chocolates." The blue band adds little or nothing to the present design because of the weak color and lack of tie-up with the rest of the design. The ingredients sticker is poorly conceived.

**Appearance on Opening:** Two well-filled layers of light and dark coated chocolates, machine dipped. This is not high-priced candy, but is fair in appearance. However, the dipping (especially bottoming) and stringing should be improved. There are two pieces wrapped in purple foil in the top layer. The Clinic suggests the use of silver or gold foil for these pieces. By comparison with other 50c candies, the price on this assortment seems a little high.

**Box Findings:** Box has embossed lace flies. Brown glassine cups are used. There is also an embossed, glassine underlined, pad over top layer. Between layers there is brown layerboard and under this a sheet of waxed paper. Foil used on two pieces.

**Sales Appeal:** Three types of outlets through which this assortment moves include drug chains, independent drug stores and cigar stores. The assortment and its present package have been on the market a year, but the volume is very small, according to the manufacturer. Unit cost of the package is 3c. There is nothing about the assortment at present to give it special sales appeal. However, a complete reconstruction of the assortment and re-design of the box could, within the present unit cost allowances for the package, improve its salability a good deal, in the opinion of the Clinic.

**Display Value:** Very mediocre.

**Remarks:** One of the things noted

about this particular box and the assortment, is that the box seems to be about  $\frac{1}{4}$  inch deeper than it needs to be. While this is not a serious fault, this should be corrected when, as and if the whole thing is reconstructed as suggested above.

## Almond Toffee

1 lb.—50c

**CODE 2241 — Description:** Cellophane-wrapped, die-cut folding box made of foil-covered board. "Window" in upper right corner. Exterior of foil board is embossed in a weave design, the interior is solid. Colors are brown, silver and lemon yellow.

**Design:** There is a solid center band in brown running across the box from left to right, centered between top and bottom. The upper left portion of the main panel is solid yellow as is a small portion of the lower right corner. The lower left portion is solid silver. The upper right portion contains the cut-out window. In the upper yellow portion are illustrations of the pieces and above these on a diagonal, the manufacturer's trade mark. The brown band contains the name of the assortment in silver and reverse yellow, the word "toffee" being in large block letters. Ingredients and the name of the manufacturer are in brown against the lower left silver panel. The small yellow panel at the lower right contains the weight in brown lettering. The side walls carry

out the motif of the center brown band, incorporating again the manufacturer's trade mark slightly tilted.

**Criticism:** The shade of yellow chosen might convey the idea of lemon flavor. It would be better to have a true butter shade. With the window in the box, it seems of little consequence to show, also, illustrations of the pieces. Yet, the Clinic feels it would be more practical to eliminate the window entirely, as this feature would make the candy unsalable should the outer cellophane wrap be broken. If the illustration is retained, the cut should be improved.

**Appearance on Opening:** Two layers of machine dipped chocolate toffee pieces, total of 36 pieces. Stringing is only fair, as some of the pieces have hardly been touched, while others are almost overstrung. The high points of some pieces have been flattened down because the cover of the box strikes them.

**Box Findings:** Heavy waxed layer-board between upper and lower layer.

**Sales Appeal:** Very fair. The candy is better than the box; that is, while the box is interesting, the quality of the candy will exert the greatest influence on repeat sales, for it has good taste, good coating, excellent flavor.

**Display Value:** Not unusual. If this box were to be sold piece by piece, the inside of the cover would need some design and advertising features. However, it is apparently supposed to sell as a unit and for this type of merchandising the present set-up is satisfactory. The manufacturer is getting a good volume on this item through drug chains, retail dealers and depot newsstands, which would indicate that good coated almond toffee is a popular candy no matter how it is packaged. Which does not indicate, however, that a good snappy box would not increase the sale even of this candy.

**Remarks:** We wonder what particular function is performed by having the trade mark on the side panels set at an

angle? At first sight, this seems to indicate carelessness in printing until one observes that it has been done deliberately on all four side walls.

### Coconut Squares

1 lb.—19c

**CODE 2341—Description:** Die-cut folding box of heavy board, lacquer coated on the inside, printed in one color—dark red. There are two "windows" on the top panel and including part of the front panel. These are covered with a piece of cellophane which is pasted on the inside.

**Design:** The main design on this window box is carried out on the top and front panels. There is a large cartouche area carrying over into both panels, in dark red. This cartouche shape is set off by parallel lines running vertically along each side. Name of the manufacturer and the assortment are in block and script type in reverse white above the two windows. Below the windows, on the front panel, is the weight, the list of ingredients, and manufacturer's name and address also in reverse white block type. Apparently an attempt was made in this design to get a three-dimensional effect.

**Criticism:** For candies such as these, the choice of a dark red as the dominant color on the box is unfortunate, although the Clinic commends the reticence used by the designer in specifying only one color along with the reverse white. In the main, the present design is a bit too complicated for the ordinary customer to appreciate. When this carton sells, it will be the candy pieces showing through the windows which will exert the selling influence. A good cool green shade, not too light, would be preferable; or even a blue or light red.

**Appearance:** The candy itself looks good, and appetizing, as it shows through the windows. The box does not particularly enhance this appearance.

**Sales Appeal:** At the price, this package should be a good seller. The Clinic feels it will be a better seller if the design is simplified and a more appealing color used.

**Display Value:** Good. The best feature of this package is the window which permits the candy to exert its own selling influence.

**Remarks:** The Clinic suggests that a heavy cellophane overwrap be used for this package so that the candy pieces do not dry out. This overwrap could also be used to cover the windows, replacing the pasted-in sheet, thus simplifying the production of the box and, perhaps, reducing its cost. Improvement of the design and use of more appealing colors has been indicated.

### Chocolate Assortment

2 lbs.—\$1.50

**Code 2441—Description:** Cellophane wrapped half-telescope box with extension edge bottom. Cellophane is secured with embossed gold seals and is also moisture sealed. Box top is padded and is covered with paper having a moire finish. The portion of the box top which forms the telescope fit, is foil covered. Two boxes were submitted, one in red gold and the other in green. Design features and construction features are the same on both.

**Design:** In the center of the main panel, at top, is a colonial figure silhouetted against a window, the background of which is light green. The name of the assortment is underneath this in black embossed script lettering which in turns ties into the word "chocolates" which is also embossed and outlined in light green. Ingredients listing is printed in black at left and the weight and manufacturer's name in the right hand lower corner.

**Criticism:** Apparently the idea was to get a rich-looking box for this assortment; hence, the choice of this particular type of paper. Nevertheless, failure to put the design of this box





in the hands of a competent designer has resulted in a very apparent lack of character. The paper used, especially the red gold, is very rich-looking, and the moire pattern in it combined with the foil effect certainly could have been used as the starting point for something really smart and attractive. And the cost of the box would have been no greater. However, the present design leaves much to be desired. The box definitely does not attain the distinction which was hoped for. The box covered with the green paper is even more characterless through use of improper complementary colors for the design and lettering.

**Appearance on Opening:** An attractive two-layer assortment of light and dark coated chocolates with various types of centers. A definite symmetry of design has been attempted in the pack, centering around a cluster of pink coated almonds. Two pieces are foiled, and two non-pareil topped dark coated pieces in diagonal corners tend to brighten up the whole appearance of the upper layer. A great deal of care has gone into the pack. Dipping and stringing good.

**Box Findings:** There is an embossed pad and a light waxpaper liner above the upper layer. Also, a box insert carrying the maker's guarantee and instructions for proper storage. Brown and white glassine cups are used, the three white cups being centered in the pack. It is the Clinic's opinion that these white cups do not add anything to the attractiveness, but rather detract from the appearance and should be dropped. Two foiled pieces. The upper layer is completely encircled by a full liner of white embossed paper printed in black and green with the same design as on the cover. Above the lower layer is a layerboard, notched for ease of removal. The dividers in the lower layer are for support of the upper layer and consist of plain white curved divider board, smooth cut.

**Sales Appeal:** Judged by middle west standards, this is not a very appealing package because of its seeming gaudi-

ness and lack of design character. However, in its own market where popular taste is just a bit different than in this territory, the colors and use of a fancy paper like this may be perfectly appealing. At 75c per pound this candy is slightly high priced.

**Display Value:** Again, this must be judged by the market where this candy is sold. However, if this box were displayed open, it would sell anywhere because of the excellence of the pack and the good appearance of the candy pieces.

**Remarks:** This assortment is sold in half-pound, one-pound, two-pound and three-pound packs (apparently in the same kinds of boxes) and moves to the retail trade through drug stores, retail candy stores and department stores. It has been on the market for six months and has not yet established enough of a volume to permit an evaluation of its strong or weak points. If weakness in sales is experienced, however, the Clinic suggests that the manufacturer try a much simpler get-up and a plain, but dignified cover design, modern in conception and striking in execution.

### Chocolate Covered Cherries

1 lb.—75c

**Code 2541—Description:** Single-layer cellophane-wrapped telescope box. Box top is covered with good quality litho paper, printed in black, gold and red.

**Design:** Large sweeps of gold and red cover the left portion of the box, with a small portion of gold appearing in the lower right corner. In the upper right corner is a solid black area. The corners of the red and black panels are rounded where they meet. An illustration of a cocktail glass containing a pink drink and a cherry in the bottom of the glass, breaks from the red area into the black portion, at a slant. Name of the manufacturer is red script lettering in the large gold area. Name of the assortment in the red area, carrying under the illustration, is in re-

verse white block letters outlined in gold. Underneath this and also in the small gold panel at lower right, black type carrying name of manufacturer and address, and ingredients.

**Criticism:** This is an excellent design. The Clinic's only suggestion is that the name of the assortment be drawn to the left slightly so that there be no break in the parallel curved white lines which outline the red area.

**Appearance on Opening:** The appearance and taste of this candy places it definitely in the 75c class and is well worth the money. One of the two packs was damaged slightly in shipping, but this is no reflection on the pack or quality of the goods. There was no sign of fermentation or bursting of the pieces, as so often happens with coated cherries.

**Sales Appeal:** There is still a very good market for better class chocolate cherries, even though the former quality market for this type goods has been dissipated. To the customer who wants a good coated cherry this box will exert a tremendous appeal and will get plenty of repeat business.

**Display Value:** The design on this box is created to exert a strong pull on the chocolate cherry fancier. The features incorporated in the design will lend themselves to a variety of very interesting display ideas. Display value is, therefore, excellent.

**Remarks:** This particular product has been on the market for 34 years, but the box now being used is only two years old. It is one of those designs which manufacturers occasionally get by plan or by accident and which are so well conceived that their excellence grows with the years. This box ought to be good for this manufacturer for many years to come.

### Milk Chocolate Miniatures

1 lb.—23c

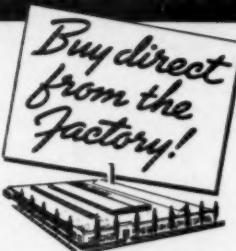
**Code 2641—Description:** Cellophane wrapped telescope box covered with white litho paper and printed in gold and reddish brown. The box itself is of low grade strawboard, but looks better because of the very modern feeling of the design on the paper covering the box top.

**Design:** Very modern treatment in a two-color design. At the left, against an artistic blob of gold, is a half-tone cut showing a top hat and a walking cane printed in brown. Underneath this in brown modernistic script lettering the listing of ingredients. This portion of the top panel is separated from the larger right-hand portion by a vertical gold band containing reverse white stars. When this band reaches the edge, it breaks into brown and runs down the side wall in brown. On the lower side wall, this smaller panel carries out the main features of the right-hand portion of the top panel, which consists of modernistic block

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lettering in gold naming the assortment and the kind of candy contained in box, in three lines. Between the upper and second line is a wide separation in which the word "miniature" is printed in brown in large and very modernistic script lettering. Also, at the lower right edge and running up the left side, in smaller block letters in gold, the weight and name of the distributor. The lower side wall panel under this large portion is made up of solid gold bands divided by thin white lines. Kinds of pieces contained in the assortment are printed in brown against these gold bands in same style block lettering used on the main panel.

**Criticism:** None whatever. This is an excellent design and might well be used on a package containing much higher-priced candy. The whole thing is well conceived and well executed.

**Appearance on Opening:** Eight tiers of milk coated miniature pieces of various shapes and centers. Each tier is held in place by means of dividers. There are two foiled pieces so placed as to give contrast. The lower layer contains the same kinds of pieces in four compartments achieved through use of diagonal dividers. Good candy for the money.

**Box Findings:** Wadded tissue over the top layer and a waxed paper liner. Modified saw-tooth edged dividers in brown. Red and gold foil on two

pieces. Gray layerboard and another waxed paper liner between layers. Rough-cut diagonal dividers in bottom layer.

**Sales Appeal:** Good, both in the design on the box top as well as in the price.

**Display Value:** Good. This is a competitive product and from what the Clinic has seen of similar assortments, this one is superior, from an exterior appearance standpoint.

**Remarks:** The Clinic has no information on the retail sales outlets for this candy or the cost for packaging. This particular package was picked up in one of Chicago's large department stores and was receiving good display on the sales counter, with price well featured. Its whole modern atmosphere should make it a good seller.

### Minicute Chocolates

½ lb.—39c

**Code 2741—Description:** Cellophane wrapped extension edged telescope box with padded top. Box had a printed cellophane Valentine's Day band around it. On the upper left corner a blue ribbon with bows runs diagonally across and down. It is fastened on the inside of the cover. Both upper and lower portions of the box are covered with white paper. The box top paper is embossed and has a water-mark design. Print-

ing and illustrations are in gold and blue.

**Design:** The principal illustration on the box top is an embossed coat of arms in gold with small blue areas. Underneath this in large outlined block letters the word "miniature," and underneath that in smaller letters of the same type the word "chocolates." At the lower left is a scroll pattern in which the ingredients are listed, and next to this, running across the box, a single line of blue type stating number of pieces and weight.

**Criticism:** This is a good conservative design, but it was completely ruined by the Valentine's Day band which had been placed around the box, for the coat of arms and the description of the candy were completely covered by it. If we must use bands to emphasize certain holidays, the least we can do is try to fit them into the general box design scheme a little bit. Give your box a chance to sell the candy.

**Appearance on Opening:** Small dark coated creams, chewy centers, nuts, fruits and hard candy centers, all hand dipped and well strung. Appears to be a good value for 39c.

**Box Findings:** Glassine underlined padding over top layer. Embossed glassine liner around entire assortment. Brown glassine cups. Brown layer-

board and another embossed pad between layers. Bottom layer divided into seven compartments by a criss-cross brown divider.

**Sales Appeal:** Very good. This candy is of the proper size for being called miniature and while the box is conservative, it is in good taste, when it is not spoiled by the holiday band.

**Display Value:** Not outstanding, but adequate. We have spoken before about the attractiveness of a coat-of-arms design. This package conforms to good taste and should attract a fair share of customers.

**Remarks:** The Clinic expressed a general opinion that the ribbon and bow add nothing to this package and might as well be omitted. A further suggestion might be the reducing of the ingredients listing by elimination of the scroll frame around it. The importance of the listing does not warrant the emphasis placed upon it by this frame. Commendable is the description of the pieces to be found in the assortment, on the bottom of the box.

### Fruit and Nut Heart

1 lb.—69c

**Code 2841—Description:** Telescope box printed in red and blue. Box top is covered with linen-type paper. A red satin ribbon with bow holds the box shut by being wound diagonally across two corners.

**Design:** Main panel is made to appear similar to a Valentine envelope, with a number of plain red hearts running down the left side and across the bottom, the list of ingredients placed in upper right corner in a "box" to resemble the space for postage, and the name of the manufacturers and description of contents in the position where name and address would ordinarily appear on a letter or card. Hearts are carried also on all side walls.

**Criticism:** The Clinic has little to suggest for this box, not because of the package's excellence, but because this type of candy piece presents a problem far different from the usual assortment or single piece. While this rather large single filled, chocolate-covered heart apparently withstood well the rigors of shipping, greater protection would, we feel, be afforded through the use of a regular heart-shaped box. Besides, a heart box would more definitely place the chocolate heart in its proper specialty category and would, we believe, bring it much more forcefully to the attention of the retail customer. Despite the legible labeling of this box, the customer might conceivably overlook it completely as a box assortment rather than a fruit and nut heart.

**Appearance on Opening:** A single chocolate covered heart filled with a fruit and nut center. Chocolate used is excellent and the workmanship on the decoration shows real skill.

**Box Findings:** Embossed glassine

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underlined padding above and below the heart, and a full wax liner completely around the piece.

**Sales Appeal:** The sales appeal of this type of candy is limited definitely to a single holiday. This particular package would sell very few of the hearts, as there is nothing distinctive or outstanding about the box, its design, or its coloring.

**Display Value:** Display value of the box itself is negligible. In order to sell these large hearts, the retail outlet must show at least one of these boxes open, so the heart itself can exert a selling influence. This particular box could easily be used for any type of Valentine candy, but even if so used, would exert a mediocre influence as compared to what it might do if a real designing job were done on it.

**Remarks:** No doubt, when a large fancy piece such as this heart is put into a box, the primary thought in the mind of the manufacturers is protection, with saleability of minor importance. He expects the heart to sell itself by the display of it outside of the box. Criticism of the container should then perhaps not be too severe. Nevertheless, as long as it is necessary to package an item like this, the job of packaging may just as well be as good as can be accomplished within the limitations of the unit cost allowance. The Clinic does not feel that this particular box represents the best that could be done for the money.

### Butter Bon Bons

3½ ozs.—25c

**Code 2941—Description:** Square cardboard folding box, printed in red. Round metal container of the type used for salve, shoe polish, etc., with a single label pasted to the cover. This particular label had been pasted over another one, indicating that this same type metal box is used for other candies in the manufacturer's line.

**Design:** An excellent modernistic design carrying out a South American

theme. In the center of the main panel is a reverse white irregular area against solid red in which the name of the assortment and the manufacturer's trade mark are carried. Just outside the white area and running completely around it, in gold, the ingredients and manufacturer's name and address in small type. The remainder of the red area contains typical South American illustrations (six in number) in a combination of reverse white and gold. This same general idea is carried out on the round red label which is pasted to the top of the metal container. A single line of reverse white script lettering runs completely around the side walls of the carton, but the metal container has only the label.

**Criticism:** We have no criticism of this design other than to suggest that the present listing of ingredients may not be legible enough to satisfy the requirements of the Food-Drug Act. Gold on red is very difficult to read.

**Appearance on Opening:** Twenty-seven pieces of rum flavored hard candy, each wrapped in its own individual cellophane (printed) wrapper. Apparently for sampling purposes, this particular package also contained two pieces of two other types (flavors) of similar candy offered by this manufacturer under different trade mark names, but in packages similar to this one. The candy in this package smelled rancid, or perhaps the odor came from the slab oil used. This should be corrected and checked carefully.

**Sales Appeal:** Considering the amount of candy in this package, the Clinic feels the manufacturer is asking too much for it, and this may affect its appeal, especially for repeat sales. The package itself leaves little to be desired in the way of appeal. It is among the better candy packages noted in the retail outlets through which it moves.

**Display Value:** Excellent. Very few small packages of candy now on the market can compare with the excellence of design and execution achieved for the packages used by this manufacturer.

**Remarks:** The Clinic has no information on the volume this manufacturer is getting on this line, especially the volume of repeat business. However, it is the consensus that too much of the cost of this candy is going into the package. The inside tin container is superfluous, because the individual pieces themselves are individually and carefully wrapped. They do not need protection against breakage, nor does the tin "insure freshness" (as stated on the outside wrapper) for it is not sealed in any way. The Clinic suggests that the individual pieces be put directly into the folding box and the box wrapped in transparent cellulose, with an opening device such as used on gum and cigarette packages. The reduction in cost will enable the manufacturer to offer a little more candy for the money.

## Peanut Brittle

1 lb.—19c

**Code 21041—Description:** Die-cut folding box of heavy board. Printed in three colors which are carried out on main panel and four side walls. Box is apparently shipped to candy manufacturer in knocked-down condition and is set up for use as needed.

**Design:** Main panel features the trade mark name of the brittle in block lettering, yellow outlined in red, at top. The various other colors used are shown on the main panel in a sort of parquetry design. In the center over a fairly large brown area is imposed an illustration of a large chunk of the brittle. Underneath this large brown area, descriptive copy in brown script, weight and ingredients underneath this in smaller type in brown. The copyrighted name of the brittle is carried on the front side wall, as is the name and address of the manufacturer. The endwalls also carry the copyright name.

**Criticism:** Colors are somewhat dull, but perhaps as well as could be achieved on this type of paper stock within the cost limitations of the container. In general, the effect of this box is a bit "circus-y," but it is conceivable that this effect was desired, as this type of candy is a great favorite with concessionaires, etc.

**Appearance on Opening:** Large sheets of peanut brittle which ate well, but should have a little more salt. The box is completely lined with waxed paper and also has a waxed liner between the two layers of candy.

**Sales Appeal:** This candy is blessed with a very good trade marked name and for that reason should sell no matter what kind of container it's in. We have referred to the "circus-y"

effect of the box and intimated that this may be a studied effect. It is not particularly objectionable for this type candy, since peanut brittle never (or hardly ever) appeals to the so-called "class" candy trade. You'll find it at the circus, at fairs, at a hockey game, or even at the movie. So the box it comes in should really be in the spirit of the occasion, not in a staid, conservative container.

**Display value:** Not unusual. If it were possible to use a more true-to-life cut of the candy on the package, this would enhance the display value materially.

**Remarks:** There seems to have been considerable breakage in this particular box, and perhaps the manufacturer should experiment somewhat to determine whether this cannot be cut down, perhaps by the introduction of more liners or by packaging it in a smaller box using smaller pieces.

## Variety Chocolates (Retail)

2 lbs.—\$1.20

**Code 21141—Description:** Cellophane wrapped telescope box of good quality boxboard, covered with buff colored thin kraft paper, printed in brown. Box tied with a red ribbon.

**Design:** This is a stock box with no design other than the candy manufacturer's trade mark name and city and state. This is carried at the lower right, off center.

**Criticism:** Suggest use of brown ribbon or perhaps burnt orange colored ribbon in keeping with the general tone of the box.

**Appearance on Opening:** Excellent. This all-chocolate assortment contains a wide variety of centers coated with excellent grade chocolate. Gloss and

strings were exceptional. There is one foiled piece, and in the center of the upper layer (for contrast) two pectin jelly strawberries, decorated with green stems.

**Box Findings:** Embossed pad with candy manufacturer's name and address over top layer. It is glassine backed. Brown glassine cups throughout. Layers separated by layerboard.

**Sales Appeal:** To the customer who knows candy, this assortment will sell itself; there is no need to dress up the box and no attempt is made to do so. In this case, the box is merely for protection and ease of handling, and the name of the manufacturer on the box top is sufficient to identify it.

**Display value:** Not outstanding or unusual. In stores operated by this concern, the candy is sold ready-packed. As a rule, one box is displayed open on the counter or in the case. Only recently introduced to complement its already-known line of fine bakery goods, these candies are steadily gaining in volume and popularity.

**Remarks:** Here is a typical case of where the quality of the goods is the only influence exerting a conscious sales effort. Sold entirely through this company's own stores where a clientele has already been established, the packaging problem is not of great importance. The customers are already there. The problem was to give them a line of candy which was in keeping with the quality of baked goods sold in the stores. This has been achieved, as the rising volume indicates, and there is no packaging problem. The box used is a stock item adapted for this manufacturer's use merely by printing up a number of box paper covers with the manufacturer's name.

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JAS. M. ROTHSCHILD CO.  
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SEATTLE, WASHINGTON

Territory: Pacific Northwest Trading Area.

MALCOLM S. CLARK CO.  
332 VIRGINIA AVE., SAN FRANCISCO, CAL.  
923 E. 3RD ST., LOS ANGELES, CAL.  
1238 N.W. GLISAN ST., PORTLAND, ORE.  
Territory: Calif., Ore., Wash., Ariz., W. Nev., N. Idaho &  
Hawaiian Islands

## Old Indianapolis Firm Sold at Auction

J. F. Darmody Company, Indianapolis, Ind., was sold at auction on Jan. 23. Founded more than 40 years ago by John F. Darmody, this company achieved a wide reputation for its popular-priced candies. Until recently, it employed as many as 500 persons many of whom were with the company more than 25 years. Liquidation comprised the entire hard candy, peanut roasting and peanut butter, chocolate and bon bon departments.

"The School Candy Counter" is the name of a new publication which made its appearance late in 1940. Published by Scholastic Publications, New York City, the new publication, to be issued four times a year, is circulated to the directors of cafeterias in high schools throughout the U.S. The first issue went to every high school in the country having an enrollment of 300 or more students. Its purpose is to promote the sale of candy, cookies and soft drinks in the high school market. Its editorial matter is made up of articles on merchandising, health and diet characteristics of candy and other interesting information.

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Box  
Individual  
Open Boats (Group)  
Pop

#### MATERIALS & SUPPLIES

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Cellophane  
Glassine  
Pliofilm  
Wax Paper  
Other

Baskets  
(Specify Type)

Boxes  
Folding  
Heart  
Metal  
Novelty  
Set-Up

Box Findings  
Cups  
Dividers  
Doilies  
Lace  
Liners  
Padding

Cans

#### Cartons, Shipping

Egg  
(Specify Size and Type)  
Jars, Glass  
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Avenized  
Coated  
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Foil  
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#### Re-Use Containers (Specify Type)

Sales Aids  
Display Containers  
Display Materials  
Display Racks  
Novelties and Toys  
Premiums  
Sales Boards  
Salesmen's Cases  
Show Cases

#### Sticks, Sucker Trimmings

Cellulose Tape  
Cord  
Labels

#### Miscellaneous Items

Ribbon  
Seals

Have Salesman Call

Send Information, Prices, Etc.

Company \_\_\_\_\_

Street \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

By \_\_\_\_\_

Note: This request must bear the name of the firm and must be signed by the authorized purchasing agent or an officer of the firm. If an individual firm, by the owner.

### New Material for Signs and Lettering

Signs play an important part in merchandising through displays. For that reason a new plastic compound called "stylo-plastic," which has just been announced, will be of interest to candy merchandising men. This material is used to give a new effect to lettering on displays. It is said that the compound can be used for lettering on glass, fabric, metal, wood and paper, and the resulting letters have a three-dimensional effect. It is available in a representative line of colors which will not fade, run or crack. Complete equipment and instructions for use comes with each can, and each can is said to contain enough to make about 75 signs.

### Johnson Elected W. C. S. A. President

Reuben H. Johnson, recently elected president of the Western Confectionery Salesmen's Association, has been active in the confectionery industry for over 10 years. Formerly representing Wayne Candies, Inc., of Fort Wayne, Indiana, in the Chicago area, he is now devoting



Reuben N. Johnson, newly elected President of the Western Confectionery Salesmen's Association.

his attention to selling Smith Bros. cough drops in the Northwest, making his headquarters in Minneapolis, Minnesota. Mr. Johnson was elected president of the W.C.S.A. at the annual convention of that group in Chicago in December. He succeeds George W. Gronberg.

Gereke-Allen Carton Co., St. Louis, Mo., has moved to a new location at 5101 Penrose street, according to advices received from E. G. Gereke, president. The new plant is a one-story building erected in 1928 having a total of 48,000 sq. ft. of floor space. Alterations totaling \$30,000 were made in the building before the company moved in. The Gereke-Allen Company designs and manufactures cartons, display containers, and merchandising materials.

Toledo Scale Company has produced a folder designed to show how its "speedway" predetermined weight scale is helping to safeguard profits. The pictures show the scales performing diverse jobs in weighing, packing, testing and checking operations. Also shown are the various models in the line and the different types of weighing platters and scoops that may be used with the scales.

G. Stanly Eichor, formerly assistant superintendent at the Consolidated Factory of the National Candy Co., St. Louis, Mo., is now with Bradas & Gheens, Inc., Louisville, Kentucky.

7

# GOOD REASONS

*Why*

CANDY MANUFACTURERS  
SHOULD ADVERTISE *in*  
The 1941 Edition

## CANDY BUYERS DIRECTORY

1. It will have a guaranteed circulation of 9,000 — which is greater than offered by any other medium.
2. This circulation will include every jobber, chain, syndicate and department store buyer with whom you would care to do business.
3. With the exception of a very limited number of reserve copies it will be distributed **only to Wholesale Buyers of candy**, which assures **wasteless circulation**.
4. It will be used by these buyers **when they are in the market** for your merchandise — your advertising will strike them at the right psychological moment.
5. Advertising in the Directory involves but **ONE cost** — the price of a **SINGLE** insertion provides coverage of this vast buying market for an **entire year**!
6. It is an **established** medium of **PROVEN PULLING POWER**. Thousands of candy buyers have already sent in their requests for the new 1941 Edition.
7. These same thousands have indicated their willingness to favor **Directory advertisers**.

*For further particulars, write:*

### THE CONFECTIONERY BUYER

Published by THE MANUFACTURING CONFECTIONER

400 W. Madison St.

CHICAGO, ILLINOIS

## New Factory For Walter Johnson Company

Walter H. Johnson Candy Co., Chicago, is planning the erection of a new factory. A site for the new factory has been purchased at Belmont avenue and Kilbourn street at an estimated price of \$69,000. Plans for the building itself are as yet incomplete, but the company will make an expenditure of about \$300,000, for a 1½ story building covering all, or nearly all, of the site purchased. Some new equipment will be installed and the building will be partially air-conditioned.

National Candy Company, St. Louis, has announced the appointment of A. G. Bishop as merchandising manager. Mr. Bishop will have charge of designing new confectionery items, promotion of the new items as well as the old, and complete advertising activities of the company's consolidated factory. The position he holds has been newly created.

The state of Maine is at present considering through its committee on taxation, a measure which would impose an excise tax of 2% on candy, soft drinks and other products.

Miss Eleanor M. Heide, daughter of Mr. and Mrs. Henry Heide, Jr., New York, has become engaged to John H. Thompson of Detroit, Mich., it was announced recently. Miss Heide's father is a member of the firm of Henry Heide, Inc., New York.

## Add These to Your Library on Candy Information

**R**EPRINTS are available of the article appearing in THE MANUFACTURING CONFECTIONER. Many of these are obtainable in booklet form.

They compose a large portion of the current literature of the industry. Many manufacturers find them suitable to accompany sales messages and also to add to their library of information on the candy and chocolate industries.

Copies of the following are now available:

"IMPROVED METHODS IN THE MANUFACTURE OF FONDANT FOODS," by H. S. Payne and J. Hamilton, Carbohydrate Laboratory, Bureau of Chemistry, U. S. Dept. of Agriculture.—20 each.

"THE PURPOSE OF CONCHING CHOCOLATE," by Robert Whymper and Charles Shillaber.—20c.

"THE MANUFACTURE OF MARSHMALLOWS," by George J. Shaler.—25c.

"FAT OR LEAN COATINGS?" by Robert Whymper—10c.

"CANDY MAKER'S PLACE IN MANUFACTURING FOR RETAIL," by George A. Eddington.—10c.

"QUALITY CARAMELS ON A VOLUME PRODUCTION BASIS," by Talbot Clendening.—10c each.

*Send for your copies now!*

**The Manufacturing Confectioner**  
400 W. Madison Street Chicago, Ill.

## Electric Wire-Rope Hoist Handles All

A full electric wire-rope hoist with wide flexibility of use for many different lifting operations has just been announced. It can be installed at shipping and receiving



points, handles raw materials, carries, raises or positions heavy vat covers, doors, etc. and can be operated from an ordinary light socket. The hoist has been designed for the most flexible handling service. It is so light that one man can carry it, it can be mounted rigid, or on a hook or trolley with mountings interchangeable when desired. It is push button operated. Features include double brakes for safety, automatic limit switch to prevent loads from rising too high and jamming the hoist drum, and fully enclosed construction to make the unit impervious to dust, fumes, acid or weather conditions.

North Carolina's legislature has referred to its finance committee House Bill 14, introduced on Jan. 14, which would remove the 3% sales tax on all food sold for home consumption, except candies and confectionery.

A. T. (Tom) Newth, formerly connected with the American Lecithin Co., Elmhurst, L. I., N. Y., who became associated as sales and technical advisor with Ambrosia Chocolate Co., Milwaukee, Wis., upon his former company's withdrawal from direct distribution of its products, has left Ambrosia and is now in the East.

Sixth Annual Assembly of the Buckeye Candy Club will be held at the Gibson hotel, Cincinnati, Ohio, April 19. About 600 persons, including syndicate buyers, jobbers, and jobber salesmen from four neighboring states have signified their intention to attend.

John A. Hasbrook, vice president of the Chicago Carton Company, died Jan. 5, as a result of injuries he received in an automobile collision the day before. He was 42 years old and had been made vice president of the company only a few months ago.

